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ABSTRACT

A 1981 nationwide study of awareness of public broadcasting, viewing, and listening habits for public television and public radio, and reactions to on-air fund raising by public broadcasting stations are described in this report. Information on the survey and the analysis of the results have been organized into two sections, one presenting results for television viewing, the other presenting results for radio listening. Each of the two sections provides highlights of the findings, a comparison of the 1981 findings with the findings of a similar study conducted in 1979, and a detailed discussion of the 1981 findings. The detailed presentation of the findings includes the following observations: (1) most people are favorable toward on-air fund raising by public broadcasting stations and realize that it is a necessary activity, but a majority of people agree that these appeals make people uncomfortable to the point of avoiding fund requests; (2) more people are aware of public television than public radio; and (3) the 1981 findings compare favorably with the 1979 findings. Two appendixes provide a copy of the questionnaire and a detailed discussion of research methodology, including sample design, interviewing procedures, and variability of survey results. (RL)

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Public Television and Public Radio Awareness, Viewing and Listening, On-Air Fund Raising 1981

Prepared by

Statistical Research, Inc.

for

Office of Communication Research

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PUBLIC TELEVISION/RADIO TRACKING STUDY: 1981

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FOREWORD

During January-February 1981, a national survey was conducted to investigate public television and radio awareness, viewing/listening and reactions to on-air fund raising by public broadcasting stations. The study was virtually identical in procedures to one performed two years earlier; the portion relating to public television repeated similar surveys conducted annually from 1976 through 1979, and the public radio portion was a repetition of studies completed in 1978 and 1979. The study therefore provides a measure of changes in public reaction over the years.

A description of the 1981 survey and an analysis of the results have been organized into two sections, each concentrating on one aspect of the study, as follows:

- *Section I: Public Television Awareness, Viewing and On-Air Fund Raising*

- *Section II: Public Radio Awareness, Listening and On-Air Fund Raising*

The Corporation for Public Broadcasting commissioned the survey, and the study was performed by Statistical Research, Inc., of Westfield, New Jersey.

Because the investigation is based on a survey among a sample of persons, rather than among all persons, the data are subject to sampling errors. Moreover, survey results are obtained through particular procedures which are subject to nonsampling errors that may be associated with the type of sample selected, the use of telephone households, the fact that not all designated sample members cooperated, the questions that were asked, and so forth. Therefore, in interpreting these data, the user should give full consideration to the methods used to compile them. This study contains a methodological appendix, which the reader is encouraged to review.

PUBLIC TELEVISION/RADIO TRACKING STUDY: 1981

SECTION I: PUBLIC TELEVISION AWARENESS, VIEWING AND ON-AIR FUND RAISING

SECTION II: PUBLIC RADIO AWARENESS, LISTENING AND ON-AIR FUND RAISING

INTRODUCTION

This report describes a nationwide study of awareness of public broadcasting, viewing and listening and reactions to on-air fund raising by public broadcasting stations. With slight modifications, the study repeated a similar effort conducted in four previous years for public television (PTV) and in two previous years for public radio.* (See Section II, p. 43.)

Purpose

When this tracking study was conceived, its purpose was to examine attitudes toward on-air fund raising and programming available on public television. The intent to study qualitative reactions to PTV programming was set aside after the first two years, and instead, public radio was introduced. The purpose of the public radio portion of the study is to examine reactions to on-air fund raising by public radio stations as well as reasons for listening to public radio.

Determination of awareness of public broadcasting and viewing/listening is a by-product to permit classification of respondents for analysis of their reactions to fund raising and programming. That is, it is necessary to screen first for persons aware of the medium and users of the medium in order to ask for reactions to it.

The 1981 study, for the first time, includes supplementary sampling of black and Hispanic populations to make possible an examination of their relationship to public broadcasting.

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*The survey was last conducted in 1979. The 1979 study is reported in Public Television/Radio Survey, January 1979, Corporation for Public Broadcasting, March 1979. That report is in four volumes: Report 1 - Public Television Awareness, and Viewing, Report 2 - Public Television On-Air Fund Raising, Report 3 - Public Radio Awareness, Listening, On-Air Fund Raising, and Report 4 - Methodology.

Procedures

Interviews were conducted with 1,041 adults, 18 years of age or older, randomly selected from among all adults living in telephone households in the continental United States. In order to include both listed and unlisted telephone households in their proper proportion, a random-digit dial sample was used.

In addition, two supplementary groups of interviews were completed: (1) 104 blacks were interviewed via a random-digit dial sample of five large cities with substantial black populations, and (2) 100 Hispanics were interviewed through implementation of Spanish surname samples in Los Angeles and New York.

Appendix A provides a detailed discussion of sample design, interviewing procedures and variability of survey results.

Appendix B contains a copy of the questionnaire.

The data which were collected have been tabulated for many subgroups of the population: viewers and nonviewers of public television, listeners and nonlisteners to public radio, persons aware or unaware of PTV and of public radio, those who have seen or heard on-air appeals and those who have not, people who report donations to PTV and those who do not, etc. Not all of the tabulations are reported in this volume, but the complete tabulations are available at the Corporation for Public Broadcasting.

The first section is based upon 1,020, rather than 1,041, interviews; 21 respondents reported no television sets in the household and therefore were interviewed only on the radio portion of the survey.

Section I:

HIGHLIGHTS OF FINDINGS

Following are highlights from this national survey. These results are discussed in more detail and are documented in the "Detailed Findings" section of this report.

On-Air Fund Raising

The public reports a generally favorable reaction to on-air fund raising on public television. In response to a pair of open-end questions asking reaction to on-air appeals for funds --

- At least one favorable comment is submitted by 88 percent of people with exposure to the appeals. Most frequently the response references the need for funds and/or the worthwhile nature of the appeals.

- At least one negative comment comes from 28 percent of those who have seen the fund campaigns. The most frequent negative comments involve expressions of general dislike and/or lack of belief in the need, preference that stations seek other means of support, and a complaint that the appeals are repetitious and/or presented too frequently (nine percent each).

In reacting to a series of statements that might be made about on-air fund raising --

- A majority of people who have seen the appeals agree that they are necessary to the survival of public television (92 percent), that in general people have little objection to the appeals (83 percent), and that the appeals are enjoyable (53 percent).

- On the other hand, 58 percent agree that appeals make people uncomfortable. Moreover, 26 percent agree that people sometimes avoid PTV to avoid fund requests. About a third (32 percent) would prefer total government support rather than dependence on donations. And almost a quarter of people who have watched the appeals (23 percent) agree that public television "can't be very good" if it has difficulty in supporting itself.

In balancing the purpose of appeals against objections, people who have seen on-air fund raising overwhelmingly agree that "these appeals are a fair price to pay for the programming on public television." This agreement is voiced by 91 percent of appeal-exposed persons who respond. In contrast, a national survey reports that 75 percent of responders agree that having commercials on TV "is a fair price to pay for being able to watch it."

On-air appeals have been seen by a reported 75 percent of those who ever watch public television (75 percent of past-week viewers, 74 percent of other viewers).

Donations to PTV -- not necessarily in response to on-air appeals -- are reported to have been made at some time by 33 percent of those who ever watch PTV (34 percent of past-week viewers, 29 percent of other viewers).

- As compared with viewing nondonors, donors to PTV exhibit higher levels of exposure to the medium and to its fund raising, react more favorably to on-air appeals, tend to be more upscale socio-economically and to reside in the more populous counties.

Awareness and Viewing

In terms of their exposure to public television, the adult population of telephone/television households in the continental United States may be classified into subgroups on several bases as follows:

Availability and Reception of PTV

- 81 percent report that they can receive a PTV signal.

- The remaining 19 percent is composed as follows:

  -- One percent to whom PTV is totally unavailable because they do not reside in any market area (as defined in relation to commercial television) containing a PTV station. This figure is not intended to define the "factual" extent of unavailability of PTV; for example, a station's signal may be too weak to extend to the limits of the commercially determined market area.

  -- Eight percent who have never heard of the channel.

  -- Ten percent who report inability to receive the channel on their television set or are uncertain as to reception.

Awareness of PTV

- 58 percent can, unaided, name their PTV channel.

- 33 percent indicate recognition of their PTV channel number.

- Nine percent exhibit no awareness of their PTV channel or have no such channel available to them.

Viewing of PTV

- 63 percent report having viewed public television. This subgroup is composed as follows:

  -- 20 percent can identify a PTV program they viewed in the past week.

  -- 24 percent report they have viewed in the past week but cannot name any identifiable PTV program they watched within that period.

  -- 19 percent report they have viewed ever but not in the past week.

- 37 percent have never viewed PTV. This subgroup is composed as follows:

  -- One percent to whom PTV is unavailable.

  -- Eight percent who have never heard of the channel.

  -- Ten percent who report inability to receive or who are unsure of reception.

  -- 18 percent who report they never view.

The penetration of unaided awareness and of viewing varies markedly by demographic category. The proportions aware unaided and ever watching are higher among --

- The better educated.
- Households headed by a white collar worker.
- Higher income households.
- Residents of more populous counties.
- Those to whom a VHF channel is available.

Incidence of unaided awareness is also higher among persons under 60, larger-size households and those with a child under 12, and whites.

While penetration of viewing is higher among the educationally and occupationally upscale, it should be noted that about half of the viewers of public television report a high school education or less, and half reside in households headed by a blue collar worker or a person not employed outside the home.

Ethnic Groups

Levels of unaided awareness of public television and reported viewing are higher among whites than among blacks and Hispanics.

- Within a supplementary sample of urban blacks, however, these levels are much the same as those for whites nationally.
- The more upscale demographic characteristics of the urban blacks cause that group, in many respects, to resemble the national sample of whites more closely than the national sample of blacks.

Within each of the three ethnic groups, incidence of unaided awareness and viewing of public television is higher for persons with more advanced education and for those residing in a household headed by a white collar worker. In addition, it is higher where a VHF station is available for PTV viewing in the market.

The data for the ethnic minorities are based on small samples but suggest that these groups may relate to public television at least partly in terms of demographic characteristics other than ethnicity.

COMPARISON OF FINDINGS - 1979 AND 1981

On-Air Fund Raising

Respondents to whom PTV is available, whether or not they are aware of the channel, were asked what they consider to be the sources of public television funding, whether they have ever seen an on-air fund drive, and how they feel about such drives in general. Those who were aware of their PTV channel were asked, in addition, how they react to specific statements about on-air fund raising, and whether they agree that fund appeals are a fair price to pay for the programming on PTV.

In 1981 as in 1979, the public continues to report a generally positive reaction to on-air fund raising appeals on public television. Comparative statistics for the two years are shown in Table 1. The data are very similar; the few statistically significant differences are noted in the highlights that follow.

- In response to open-end questions on the concept of on-air fund raising --
  - -- There is little change across years in the proportions of positive and negative reactions.
  - -- Among people who are aware of their PTV channel, however, there is some increase between 1979 and 1981 in the proportion offering a positive comment (from 80 to 84 percent).
- Response to specific statements on fund raising is quite consistent between years.
  - -- In a positive direction, within two subgroups whose reactions were analyzed -- persons aware of their PTV channel and those who have seen an appeal -- there was a decline in agreement with the proposition that government should totally support PTV (from 18 to 13 percent for aware persons, and from 15 to ten percent for appeal-exposed persons).

Table 1

Reaction to On-Air Fund Raising on Public Television
1979 and 1981

Reaction	Percent of Those Who Are Aware of PTV Channel		Percent of Those Who Are Aware of PTV Channel and Have Seen an Appeal		Percent of Those Who Ever Watch PTV and Have Donated to PTV	
	1979	1981	1979	1981	1979	1981
Open-end questions						
One or more positive comments	80%	84%	88%	90%	92%	95%
One or more negative comments	32	29	34	28	32	27
Strongly agree or agree with statement on appeals						
Important to PTV survival	84	85	89	92	96	97
People have little objection	82	79	84	83	90	83
Make people uncomfortable	61	61	55	58	44	47
Enjoyable	51	50	53	53	57	59
Should be government-supported	43	36	37	32	29	28
PTV can't be very good if not self-supporting	34	33	23	23	19	16
People avoid PTV to avoid solicitation	28	31	20	26	20	18
Strongly agree with statement on appeals						
Important to PTV survival	46	48	57	58	67	73
People have little objection	30	29	34	32	40	37
Make people uncomfortable	20	19	14	14	11	9
Enjoyable	12	10	13	11	16	8
Should be government-supported	18	13	15	10	9	7
PTV can't be very good if not self-supporting	15	12	11	9	9	7
People avoid PTV to avoid solicitation	9	9	5	7	4	4
Agree that appeals are a fair price to pay for programming	85	83	89	91	95	95

Base: 935 aware persons in 1979, 930 in 1981; 508 who saw an appeal in 1979, 569 in 1981; 202 donors in 1979, 210 in 1981; however, "no answers" have been eliminated.

-- In the negative direction --

- Among those who have seen an appeal, there was an increase from 20 to 26 percent in agreement that people sometimes avoid watching PTV in order to avoid appeals for funds.

- Also, among reported donors to PTV, there was some decline in agreement that people have little objection to appeals (from 90 to 83 percent) and some decline in "strong" agreement that the appeals are enjoyable (from 16 to eight percent).

Awareness and Viewing

There has been little change in awareness and reported viewing of public television between 1979 and 1981. (See Table 2.)

- Awareness of the local PTV channel (either unaided awareness or recognition) was at 92 percent in 1979 and 91 percent in 1981.

- Reports of ever viewing (either ever viewing only or past-week viewing) have declined from 68 to 63 percent.

- Past-week viewing was claimed by 45 percent of people in 1979 and by 44 percent in 1981. It should be noted that past-week viewing as defined in this study, like "ever" viewing, represents reports of personal behavior and is not to be equated with household viewing, which is the basis for most television ratings.

- Claimed past-week viewing, accompanied by citation of an identifiable PTV program viewed that week, has also remained virtually constant, at 21 percent in 1979 and 20 percent in 1981.

Table 2

Public Television Reception, Awareness and Viewing
1979 and 1981

	1979	1981	Difference	Standard Error of the Difference*
Of the adult population:				
% aware of PTV channel unaided	62%	58%	- 4.0%	2.2%
% aware of PTV channel at recognition level	30	33	+ 3.2	2.1
Total % aware of PTV channel	92	91	- 0.6	1.2
Of the channel aware:				
% reporting PTV reception	90	89	- 0.8	1.4
Of the PTV receivers:				
% reporting ever viewing	83	78	- 5.1	1.9
Of the ever viewers:				
% reporting viewing in past week	66	69	+ 3.3	2.6
Of past-week viewers:				
% naming an identifiable PTV program viewed	46	45	- 1.4	3.3
Of the adult population:				
% reporting PTV reception	82	81	- 1.3	1.7
% reporting ever viewing	68	63	- 5.3	2.1
% reporting viewing in past week	45	44	- 1.4	2.2
% naming an identifiable PTV program viewed	21	20	- 1.2	1.8

*The chances are five in 100 that a difference greater than twice the standard error would occur as a result of sampling error. A difference between percentages is noted as statistically significant in this report when it is equal to more than twice the standard error of the difference.

1981 DETAILED FINDINGS

Availability and Reception of PTV

Prior to the interview, for each household in the original sample, as many as three PTV channels were ascribed as available for reception in the local area. Procedures for predesignation of channels specified that, where doubt as to potential reception existed, a possible channel be listed rather than no channel. Hence, where a county was not within a PTV market but bordered on a PTV market, the channel in that neighboring market would be predesignated as potentially available for reception.

The types of public television reception available distributed as follows:

Both VHF and UHF	- 48 percent
VHF only	- 16 percent
UHF only	- 34 percent
None	- 1 percent

For the one percent that were ascribed no channel, there appeared to be no potential PTV reception. Several of these households, however, report receiving PTV either by cable or through reception of a distant station outside the usual area of reception. Consequently, only ten out of 1,020 television households are found to have no PTV available in their area of residence.

These data on availability must be interpreted with caution; they do not necessarily identify those to whom PTV is "factually" available. The markets are defined in relation to commercial television, and some people designated to reside within a market area live on the fringes where a PTV signal, if weak, does not penetrate. For practical purposes, public television is not available to them.

Based on the interviews, about 81 percent of the adult population report that they can receive a PTV channel on their television set. The 19 percent who do not report reception include one percent for whom PTV is unavailable and an additional eight percent who have never heard of the channel; about ten percent of people have heard of PTV but report they cannot receive it or are uncertain about reception.

Again, care in interpretation is important; some of those who are unaware of their PTV channel may in actuality have the capability of reception, and some who report inability to receive may be unfamiliar with tuning to UHF channels.

PTV Awareness

PTV Channel Awareness. Among the adult population in television households --

- 58 percent are aware of the public television channel unaided. That is, they respond positively when asked if there is a public television or educational television station in their area and correctly identify the channel number.

- 33 percent are aware aided. That is, they indicate recognition when asked if they have heard of Channel X.

- 9 percent are unaware. This includes one percent who apparently have no PTV channel available to them.

Factors Associated with Awareness. Table 3 provides demographic profiles of people who are able to report, unaided, the number of their PTV channel and of those who cannot, making possible a comparison of the composition of these two population segments.

Demographics reported by the majority of the unaided aware include --

- Female sex.
- Age under 45 years.
- Chief wage earner's occupation white collar.
- Household income above $20,000 per year.
- Home ownership.
- Ownership of two or more cars.
- Three or more persons in the household.
- No child under 12 in the household.
- White race.

The unaided aware are equally divided educationally between high school or less and some college or more. Most reside in the more populous A and B size counties* and have a VHF channel available to them.

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*County sizes referenced in this report follow the classification which was developed by the A.C. Nielsen Company and is widely used in media research. To summarize briefly: A size counties are all counties in the 25 largest metropolitan areas; B size counties are the remaining counties with over 150,000 population or in metropolitan areas exceeding that population; C size counties are those with a population above 35,000, up to 150,000, or in metropolitan areas within that size range; D size counties are the remaining, less populous, counties.

Table 3

Demographic Characteristics by Level of Awareness of the PTV Channel

Characteristic	Unaided Aware (N=593*)	Aided Aware Or Unaware (N=427*)
Sex		
Male	45%	40%
Female	55	60
Age		
18-21	7%	8%
22-29	21	17
30-44	36	23
45-59	23	18
60 or over	14	34
Education		
Some H.S. or less	12%	35%
H.S. graduate	38	35
Some college	25	18
College grad.+	25	13
Occupation of chief wage earner		
White collar	52%	34%
Blue collar	30	32
Retired/not employed	18	34
Household income		
Under $10,000	19%	32%
$10,000 - $19,999	28	32
$20,000 - $29,999	31	22
$30,000 or more	22	14
Number of cars		
None	5%	14%
1	38	42
2	41	34
3 or more	16	10
FM radio in car(s) (Base: Persons with car)**		
FM radio(s)	75%	72%
No FM radio(s)	25	28

Characteristic	Unaided Aware (N=593*)	Aided Aware Or Unaware (N=427*)
Home ownership		
Own	75%	67%
Rent	25	33
No. of persons in HH		
1	15%	24%
2	30	37
3	18	14
4	22	13
5 or more	15	13
Presence of child under 12 in HH		
Child	34%	23%
No child	66	77
Race/ethnicity		
White	90%	82%
Black	6	12
Spanish/other	4	6
County size		
A	42%	32%
B	28	24
C	21	25
D	9	20
PTV channel type available in market		
VHF only	19%	13%
Both VHF and UHF	51	44
UHF only	29	41
None	1	2

*Minus "no answers." Percentages may not add to 100 due to rounding.

** Bases: Unaided aware - 525, aided aware/unaware - 309. ("No answers" have been omitted.)

To be read: Of those who are aware of their PTV channel unaided, seven percent are 18 to 21 years of age; of those who stated that they had heard of their PTV channel when it was named or who were unaware of the channel, eight percent are 18 to 21; etc.

Similarly, a majority of those who merely recognize the channel number or are completely unaware of a PTV channel are female, own their own home, have no child under 12 in the household, are white, reside in A or B size counties, and have a VHF channel available to them. However, the "majority" educational, occupational, and income levels are lower than the levels of those who are unaided aware, the age is higher, and the size of household is smaller.

Chart 1 shifts the focus from demographic profiles to penetration of awareness within demographic subgroups. As indicated in the chart, the level of unaided awareness is higher among:

- People under 60 years of age.
- The better educated.
- White collar households.
- Higher income groups.
- Larger size households.
- Households containing a child under 12.
- Whites.
- Residents of A and B size counties.
- Persons to whom a VHF channel is available.

Chart 1

Penetration of Unaided Awareness of the PTV Channel in Selected Demographic Subgroups

Demographic Subgroup	Percentage Aware Unaided	Base
Male	61%	438
Female	56%	582
18-29	61%	253
30-44	69%	288
45-59	64%	199
60 or over	38%	213
Some H.S. or less	34%	196
H.S. graduate	62%	342
Some college	68%	207
College grad.+	74%	187
Occupation of chief wage earner:		
White collar	69%	401
Blue collar	58%	280
Retired/not employed	43%	223
Under $20,000 HH income	56%	398
$20,000+ HH income	72%	346
FM radio in car(s)	64%	617
No FM radio in car(s)	60%	217
1 or 2 person HH	52%	498
3+ person HH	67%	464
Child under 12 in HH	67%	298
No child under 12	55%	715
White	62%	800
Black or other	47%	122
A or B size county	63%	651
C or D size county	49%	369
VHF available	63%	659
UHF only	50%	347

To be read: 61 percent of males and 56 percent of females are aware of their PTV channel unaided; etc.

PTV Viewing

Viewing, like awareness, exists on several levels. There are people who report that they never view, that they have viewed at some time, view in a "typical" week, or viewed last week. The latter group further splits between those who can report what they viewed last week and those who cannot name an identifiable PTV program.

Reports of television viewing in general suffer from effects of response errors, such as failures of recall. Measures of PTV viewing may be particularly affected by the presence of a prestige factor which will tend to inflate reported viewing. To counteract this tendency, viewing questions were asked in a sequence from ever, to typical week, to last week. The purpose was to provide an opportunity for people to report what they think they should or would like to be viewing in the typical-week questions and to respond with greater objectivity about past-week viewing. Among people who report ever watching PTV, eight percent state that they do not watch in a typical week, whereas 31 percent report not watching last week.

About 63 percent of the adult population of the United States report having ever viewed the local PTV channel; 44 percent of the population report past-week viewing. Of those who viewed last week, 45 percent are able to name an identifiable PTV program which they watched in that week.

Factors Associated with Viewing. Table 4 provides demographic profiles of past-week viewers, ever (but not past-week) viewers, and nonviewers of public television. The majority of viewers (including ever and past-week viewers) may be described as follows:

- Female.
- Under 45 years of age.
- High school graduate or less.
- Home owner.
- Owner of two or more cars.
- One- or two-person household.
- No child under 12 present in the household.
- White.
- A or B size county.
- VHF channel available.

Table 4

Demographic Characteristics of Viewers and Nonviewers of PTV

Characteristic	Past-Week Viewers (N=447*)	Ever Viewers (N=198*)	Non-Viewers (N=375*)
Sex			
Male	45%	41%	42%
Female	55	59	58
Age			
18-21	7%	10%	7%
22-29	19	18	21
30-44	31	34	27
45-59	20	22	22
60 or over	24	16	24
Education			
Some H.S. or less	13%	13%	36%
H.S. graduate	39	36	34
Some college	24	24	19
College grad.+	24	27	11
Occupation of chief wage earner			
White collar	46%	54%	37%
Blue collar	30	27	35
Retired/not employed	25	19	28
Household income			
Under $10,000	22%	22%	28%
$10,000 - $19,999	26	30	34
$20,000 - $29,999	29	26	26
$30,000 or more	22	22	13
Number of cars			
None	9%	7%	9%
1	39	39	41
2	38	39	38
3 or more	15	14	13
FM radio in car(s) (Base: Persons with car)**			
FM radio(s)	74%	77%	72%
No FM radio(s)	26	23	28

Characteristic	Past-Week Viewers (N=447*)	Ever Viewers (N=198*)	Non-Viewers (N=375*)
Home ownership			
Own	74%	70%	70%
Rent	26	30	30
No. of persons in HH			
1	19%	18%	18%
2	34	32	32
3	15	19	16
4	18	21	17
5 or more	14	9	17
Presence of child under 12 in HH			
Child	31%	27%	29%
No child	69	73	71
Race/ethnicity			
White	86%	89%	86%
Black	7	7	11
Spanish/other	7	3	3
County size			
A	42%	48%	27%
B	28	26	25
C	20	20	27
D	10	7	22
PTV channel type available in market			
VHF only	19%	15%	14%
Both VHF and UHF	52	57	39
UHF only	28	28	44
None	1	-	3

*Minus "no answers." Percentages may not add to 100 due to rounding.

**Bases: Past-week viewers - 373, ever viewers - 172, nonviewers - 289. ("No answers" have been omitted.)

To be read: Of those who report viewing PTV in the past week, seven percent are 18 to 21 years of age; of those who report viewing ever but not last week, ten percent are 18 to 21; of those who never view, seven percent are 18 to 21; etc.

Much the same description could be applied to the majority of nonviewers. That is, the majority of viewers and nonviewers, like the majority of the aware and unaware, share many characteristics of the population as a whole. Nonetheless, as in the case of awareness and unawareness, there are real differences in the educational, occupational and income profiles of viewers and nonviewers.

Chart 2 shifts the orientation from composition of viewing and nonviewing population segments to penetration of viewing, depicting the level of viewing within demographic subgroups of the population. The incidence of viewing is higher for those persons who --

- Are better educated.
- Belong to a white collar household.
- Have a household income of $20,000 or more.
- Reside in an A or B size county.
- Have a VHF channel available.

Despite the greater penetration of viewing among the educationally and occupationally upscale, the demographic profile of viewers in Table 4 indicates that half of those reporting past-week viewing have a high school education or less and reside in households headed by a blue collar worker or by a person who is not employed outside the home.

Naming of a PTV Program. Many studies of the public television medium have defined viewers as those who watched PTV in the past week and can name a program watched. Table 5 provides demographic profiles of people who report past-week viewing and name or describe an identifiable PTV program viewed and of people who report past-week viewing without program confirmation.

The profiles indicate that, compared with non-namers of a PTV program, persons who are able to name an identifiable program viewed are more likely to be --

- Younger.
- Better educated.
- In white collar households.
- Higher income.
- In households containing three or more persons.
- In households containing a child under 12.

Chart 2

Incidence of Viewing PTV in Selected Demographic Subgroups

Demographic Subgroup	Percentage Ever Watching	Base
Male	64%	438
Female	63%	582
18-29	63%	253
30-44	69%	288
45-59	63%	199
60 or over	62%	213
Some H.S. or less	40%	196
H.S. graduate	67%	342
Some college	70%	207
College grad.+	80%	187
Occupation of chief wage earner:		
White collar	71%	401
Blue collar	60%	280
Retired/not employed	61%	223
Under $20,000 HH income	62%	398
$20,000+ HH income	72%	346
FM radio in car(s)	66%	617
No FM radio in car(s)	63%	217
1 or 2 person HH	65%	498
3+ person HH	63%	464
Child under 12 in HH	64%	298
No child under 12	63%	715
White	66%	800
Black or other	62%	122
A or B size county	70%	651
C or D size county	51%	369
VHF available	70%	659
UHF only	52%	347

To be read: 64 percent of males and 63 percent of females report they ever watch their PTV channel; etc.

Table 5

Demographic Characteristics of Past-Week Viewers Who Did or Did Not Name an Identifiable PTV Program Viewed

Characteristic	Named Program (N=200*)	Did Not Name Program (N=247*)
Sex		
Male	50%	41%
Female	50	59
Age		
18-21	5%	8%
22-29	23	15
30-44	40	24
45-59	17	22
60 or over	15	31
Education		
Some H.S. or less	7%	18%
H.S. graduate	32	45
Some college	31	19
College grad.+	30	18
Occupation of chief wage earner		
White collar	54%	39%
Blue collar	28	31
Retired/not employed	18	30
Household income		
Under $10,000	17%	27%
$10,000 - $19,999	26	27
$20,000 - $29,999	33	26
$30,000 or more	24	20
Number of cars		
None	8%	10%
1	37	40
2	41	36
3 or more	15	14
FM radio in car(s) (Base: Persons with car)**		
FM radio(s)	71%	77%
No FM radio(s)	29	23

Characteristic	Named Program (N=200*)	Did Not Name Program (N=247*)
Home ownership		
Own	75%	72%
Rent	25	28
No. of persons in HH		
1	19%	20%
2	27	40
3	13	16
4	23	14
5 or more	18	10
Presence of child under 12 in HH		
Child	43%	22%
No child	58	78
Race/ethnicity		
White	89%	84%
Black	4	9
Spanish/other	7	6
County size		
A	43%	41%
B	26	30
C	22	19
D	10	11
PTV channel type available in market		
VHF only	21%	18%
Both VHF and UHF	48	56
UHF only	31	26

*Minus "no answers." Percentages may not add to 100 due to rounding.

**Bases: Namers - 175, non-namers - 198. ("No answers" have been omitted.)

To be read: Of those who named an identifiable PTV program viewed, five percent are 18 to 21 years of age; of those who did not name an identifiable program, eight percent are 18 to 21; etc.

Differences between past-week viewers who do and do not name an identifiable PTV program are particularly pronounced in terms of their relationship to public television.

Characteristic	Named Program	Did Not Name Program
Unaided aware of channel	85%	70%
Have seen on-air appeal	84	68
Positive comment on appeals	92	86
Negative comment on appeals	33	26
Contributor to PTV	42	28

Those who name a program are more likely to be unaided aware of their PTV channel, have seen an on-air fund appeal for PTV and report having donated to PTV. They also are more likely to comment favorably on on-air appeals. The difference in proportion of negative comments that appears on the table above is not statistically significant.

Reception, Awareness and Viewing: An Overview

Extracting the key statistics reported heretofore, the extent of awareness and viewing of public television in the United States may be summarized as follows:

Of the adult telephone/television population,

- 91 percent are aware of their PTV channel, at least at the recognition level
- 9 percent are not aware or have no PTV channel available

Of the channel-aware,

- 89 percent report PTV reception
- 11 percent do not report reception

Of the PTV receivers,

- 78 percent report ever viewing
- 22 percent do not report ever viewing

Of the ever viewers,

- 69 percent report viewing in the past week
- 31 percent do not report past-week viewing

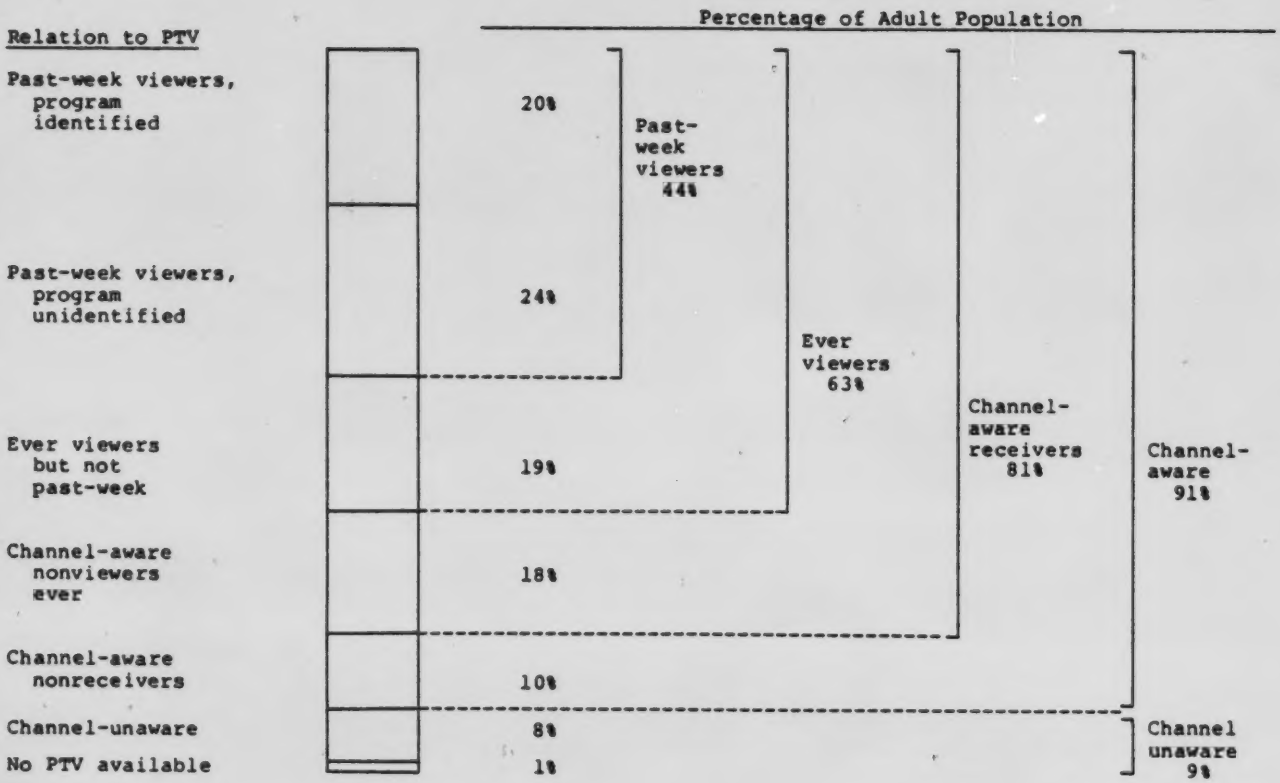
Of the past-week viewers,

- 45 percent name an identifiable PTV program viewed
- 55 percent do not name an identifiable PTV program

Chart 3 applies these data to the total population base, showing the segmentation of the population in terms of relationship to public television.

Chart 3

Public Television Reception, Awareness and Viewing



Base: 1020

Awareness of Funding Sources

Thirty-five percent of the respondents are unable to answer an open-end question on the sources of PTV funding. No response to this question is given by 56 percent of nonviewers, 22 percent of ever viewers, and 23 percent of past-week viewers. This level of nonresponse is higher than in 1979, when 30 percent did not name any funding source.

Among those who answer this question, the great bulk (88 percent) recognize private donations as a source of PTV funding. (See Chart 4.) Other sources mentioned are --

- Corporate grants (29 percent)
- Grants in general (14 percent)
- Government in general (14 percent)
- The federal government, CPB, PBS (eight percent)

Exposure to On-Air Fund Raising

Among those who ever watch PTV, 75 percent state that they have "seen or heard, on TV, an appeal for funds to support the public television station." This proportion is 74 percent among ever viewers of PTV and 75 percent among past-week viewers.

Chart 4

Sources of Funding of Public Television

Source Named	Percentage of Population		Percentage of PTV Viewer Subgroups		
			Never	Ever	Past-Week
Private donations	■■■

Reaction to On-Air Fund Raising

Respondents were asked how they "feel about a public television station appealing, on the air, for funds for its support." The following summarizes the responses:

Reaction	PTV Viewers Ever	PTV Viewers Past-Week	Those Who Have Seen An On-Air Appeal°	Donors†
One or more positive comments	80%	82%	85%	93%
Worthwhile/needed	38	46	46	53
Those who view should pay	10	15	14	17
Effective	4	7	7	10
Prefer to other means of support	2	3	3	3
References to the appeal itself	8	8	10	10
No objection#	30	25	26	26
One or more negative comments	17%	17%	18%	16%
Dislike/not needed	8	7	6	4
Not effective	5	4	4	1
Prefer other means of support	3	4	4	2
Repetitive/done too often	3	7	7	10
Other	1	*	*	-
Noncommittal	4%	5%	4%	1%
No answer	5	5	3	1
Base	(198)	(447)	(569)	(210)

Combining ever and past-week viewers, 82 percent respond with at least one favorable comment to this open-end question, 17 percent with at least one unfavorable comment (note that the same respondent could offer both unfavorable and favorable responses), four percent with a noncommittal comment, and five percent with no comment at all.

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*Less than 0.5 percent.

#According to coding rules, the "no objection" code had to stand alone; if a person responded, "I have no objection because the appeals are necessary," the response was coded as "worthwhile/needed," not as "no objection." The "no objection" category was for those people who did not voice a clearly positive or negative reaction, but who simply commented that they did not object.

°Restricted to persons who are aware of their public television channel and report having seen an on-air appeal.

†Restricted to persons who ever watch PTV and report having made a contribution to it.

The response is even more positive among people who report having seen an on-air appeal or having made a contribution to a public television channel.

Generally speaking, favorable statements reference the need for funds and/or the fact that the fund-raising effort is worthwhile. Substantial numbers of people indicate simply that they have "no objection" to the appeals. Other positive comments relate to a sense that those who watch PTV should or would be willing to help support it, that on-air pledging might be an effective funding source, that it is to be preferred to other sources of support. Some comments refer to the on-air appeals themselves.

Negative comments refer to general dislike or lack of belief in the need for on-air fund raising, a feeling that the appeals are not likely to be effective, a preference for other means of support of PTV, and a complaint that the appeals are repetitive and/or presented too frequently.

Specific Statements on Fund Raising

Following their response to the open-end question, respondents who were aware of their PTV channel, unaided or aided, were asked whether they strongly agree, agree somewhat or do not agree at all with each of seven statements "which people have used to describe public television fund-raising appeals." Chart 5 summarizes the responses to these questions by people who ever watch public television. It also shows responses by those who report they have seen on-air appeals.

In general, the results indicate a positive reaction to membership breaks on PTV:

- There is substantial agreement among those who ever watch PTV that these appeals are important to the survival of public television (89 percent agree strongly or somewhat). This confirms the response to the open-end question on fund raising, where the most frequently cited comment is that the appeals are worthwhile/necessary.

- A slightly smaller proportion of people who watch PTV (81 percent) agree that "in general, people have little objection to fund-raising appeals on television."

- A majority of people who watch PTV (52 percent) agree at least somewhat that the appeals are enjoyable.

Chart 5

Reaction to Statements Concerning On-Air Fund Appeals Among
1. Past-week or ever viewers of PTV ▓▓▓
2. People who have seen on-air appeals ξξξ

Statement	Percentage Who Strongly Agree or Agree Among Subgroups		% Strongly Agree
Requests for money on TV are important if public television is to survive	▓▓	89%	54%
	ξξξ

For the remaining items, agreement represents a negative reaction to on-air fund raising:

- A majority of PTV viewers (59 percent) agree that the appeals make people "uncomfortable because they don't feel in a position to make contributions to public television."

- One-third (34 percent) agree that PTV should be supported by government and not require donations.

- One-quarter of the viewers of PTV (26 percent) agree that "if public television is having trouble supporting itself, it can't be very good."

- About the same number of those who ever watch PTV (25 percent) agree that "people sometimes avoid watching public television because they don't want to be asked for money."

Chart 6 compares responses to the specific statements on fund raising by viewers who report having made donations to public television and by viewing nondonors. Donors are consistently more positive than nondonors in their reaction to pledge appeals.

Chart 6

Reaction to Statements Concerning On-Air Fund Appeals Among
Ever and Past-Week Viewers Who Have or Have Not Donated to PTV
1. Donors ▓▓▓
2. Nondonors ξξξ

Statement	Percentage Who Strongly Agree or Agree Among Subgroups		% Strongly Agree
Requests for money on TV are important if public television is to survive	▓▓	97%	73%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	85%	45%
In general, people have little objection to fund-raising appeals on public television	▓▓	83%	37%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	81%	28%
Appeals for money make people uncomfortable because they don't feel in a position to make contributions to public television	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	47%	9%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	65%	20%
Campaigns on TV to raise funds for public television are enjoyable	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	59%	8%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	49%	9%
Public television should be supported totally by the government and should not require donations	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	28%	7%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	38%	13%
If public television is having trouble supporting itself, it can't be very good	▓▓▓▓▓▓▓▓	16%	7%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	31%	12%
People sometimes avoid watching public television because they don't want to be asked for money	▓▓▓▓▓▓▓▓▓▓	18%	4%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	28%	8%

Base: 210 donors, 389 nondonors; however, "no answers" have been eliminated.

To be read: Of people who ever watch PTV and who report having made a donation, 97 percent strongly agree or agree that on-air fund requests are important if PTV is to survive; 85 percent of nondonors strongly agree or agree with the statement; etc.

Reaction to On-Air Fund Raising Reconsidered

Having reacted to these individual statements on fund raising, respondents were asked if they had anything to add to their previous comments about appeals for funds on PTV. The following summarizes reactions to both the original and this follow-up open-end question combined.

Reaction	PTV Viewers Ever	PTV Viewers Past-Week	Those Who Have Seen An On-Air Appeal	Donors
One or more positive comments	84%	85%	88%	95%
Worthwhile/needed	40	50	50	56
Those who view should pay	17	24	21	25
Effective	10	11	12	16
Prefer to other means of support	4	6	6	7
References to the appeal itself	11	13	14	16
No objection#	32	26	27	26
Other	2	1	1	3
One or more negative comments	26%	28%	28%	27%
Dislike/not needed	10	10	9	6
Not effective	8	5	5	2
Prefer other means of support	6	10	9	11
Repetitive/done too often	5	9	9	12
Other	4	3	3	3
Noncommittal	6%	6%	5%	1%
No answer	3	4	2	1
Base	(198)	(447)	(569)	(210)

If the above table is compared with that presented earlier, which showed response to the first open-end question, it will be noted that on a combined basis, the proportion of ever viewers of PTV who comment favorably remains much the same, increasing from 80 to 84 percent. The proportion citing an unfavorable reaction increases somewhat more, from 17 to 26 percent. For past-week viewers, the proportions rise from 82 to 85 and from 17 to 28 percent, respectively.

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*Less than 0.5 percent.

#While "no objection" was considered incompatible with any other code for an individual question, this coding category for the two questions combined does include people who responded "no objection" to one question and differently to the other open-end question.

This greater increase in negative comment on the second round of questioning could be the result of several factors. For example, there is a possibility that the exposure to a series of statements, some unfavorable, reduces reluctance to comment adversely on fund raising; in essence, dissent may appear more socially acceptable. Moreover, the statement content itself may trigger responses which did not come to mind when reaction was first sought. For example, on the first question, two percent of donors indicated they would prefer other means of support; this rose to 11 percent on the combined questions. The increase may be related to the statement that PTV should be totally supported by the government.

Trade-Off: Fund Appeals and Programming

The fund-raising portion of the study ended with the question: "Considering, on one hand, the purpose of televised appeals for funds to support public TV and, on the other hand, people's objections to them, do you agree or disagree that these appeals are a fair price to pay for the programming on public television?" This question was asked because it is an adaptation of a question regularly asked in a syndicated survey concerning television in general and its source of funding, i.e., commercials; the purpose was to determine how the public trades off PTV programming and fund raising as compared with the question of whether "having commercials on TV is a fair price to pay for being able to watch it."

The latter question in 1980 yielded about 75 percent agreement among those who responded. The question in relation to PTV yields agreement from 87 percent of ever viewers of PTV who respond, and from 88 percent of past-week viewers. (In terms of their relation to the medium, past-week viewers of PTV are the closest approximation available to the general public, virtually all of whom have watched some commercial television in the past week.) Judged by this criterion, people are more accepting of fund appeals in return for PTV than they are of commercials in return for commercial TV.

Reactions of Nonviewers

Nonviewers of PTV were asked the questions on fund raising to ascertain their reaction to the general concept. Nonviewers differ from viewers most markedly in their greater inability or unwillingness to answer the questions; the "no answer" categories are large for this subgroup. To the extent that they respond, nonviewers are fairly positive in their reaction to on-air appeals, but less so than viewers.

On the first open-end question on reaction to fund raising on-air, 70 percent of responding nonviewers submit at least one favorable comment, 20 percent an unfavorable comment; 13 percent are noncommittal.

On the specific statements relating to fund raising, substantial majorities of those who respond agree that people have little objection to fund appeals (73 percent) and that they are important to the survival of PTV (76 percent); 44 percent even agree with the statement that they are enjoyable. Almost two thirds (64 percent) of nonviewers, however, also agree that appeals make people uncomfortable, and 44 percent that people avoid PTV to avoid fund requests. Moreover, 48 percent agree that PTV cannot be very good if it cannot be self-supporting, and 40 percent would prefer total government support.

On balance, however, 71 percent of nonviewers state that appeals are a fair exchange for PTV programming.

Donors to PTV

In the course of asking household demographics, the following question was included: "Have you ever made a donation to public television, either in response to a televised appeal, mail, or some other kind of appeal?" Among the general population, 24 percent report a donation to PTV. This proportion is eight percent among nonviewers of PTV and 33 percent among those who ever watch PTV (29 percent among ever viewers, 34 percent among past-week viewers).

Looking only at people who report ever watching PTV, and comparing those who report a donation and those who do not, one finds the following differences: (Some of these are depicted in Chart 7. Others, in relation to fund-raising reactions, have been discussed supra and are shown in Chart 6.)

1. Viewing

   - Donors are *more* likely to be past-week viewers of PTV (72 percent versus 67 percent).

2. Fund raising

   - Donors are *more* likely to have seen an on-air appeal (90 percent versus 70 percent).

   - Donors are *more* likely to offer a favorable comment concerning on-air fund raising (95 percent versus 84 percent).

Chart 7

Selected Differences Among Ever and Past-Week Viewers
Who Have or Have Not Donated to PTV
1. Donors ■■■
2. Nondonors ξξξ

Characteristic	Percentage with the Designated Characteristic Among Subgroups	
Past-week viewer of PTV	■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■	72%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	67%
Have seen on-air appeal	■■■	90%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	70%
Make favorable comment on on-air fund raising	■■■■■■■■■■■■■■■■■■■

- Donors are *more* favorably disposed toward on-air appeals as indicated by their reaction to specific statements on fund raising.

- Donors are *more* likely to consider these appeals a fair exchange for PTV programming (95 percent versus 83 percent).

3. Demographics

- Donors are *more* likely to be socio-economically upscale, i.e.,

  -- To have graduated from college (37 percent versus 19 percent).

  -- To live in a white collar household (62 percent versus 41 percent).

  -- To have a total household income of $20,000 or more per year (64 percent versus 42 percent).

  -- To be white (92 percent versus 85 percent).

- Donors are *more* likely to reside in the most populous, A-size, counties (50 percent versus 39 percent).

Ethnic Minorities

Because of the low incidence of ethnic minorities in the population, a national study typically yields too few interviews with these groups to permit analysis. In the 1981 survey, for the first time in this series, interviews were conducted with supplementary samples of blacks and Hispanics so that these groups could be examined in more detail in terms of their relationship to public television.

To be economically feasible, such supplementary sampling must be undertaken in areas where the respective minorities are in relatively heavy concentrations. The black sample was drawn from five cities -- Chicago, Detroit, New York, Philadelphia and Washington, D.C.; the Hispanic sample covered New York City and Los Angeles.

Since the basic national sample yielded 82 interviews with blacks (78 of whom had television sets and, therefore, were included in the findings on public television), it was possible to compare the characteristics of blacks in the two samples. Not surprisingly, given the limited geographic distribution of the supplementary sample, there were substantial differences between the two groups of blacks. The supplementary sample was considerably younger, more upscale socio-economically, and was more aware of and involved with public television. It is, therefore, important to look at the findings for the black samples individually as well as on a combined basis.

A similar comparison of the Hispanic sample with Spanish persons in the national sample is impossible because the national study yielded only 21 interviews with Hispanics.

Awareness and Viewing. Unaided awareness of the public television channel and reported viewing of PTV are at higher levels among whites than among blacks or Hispanics. Among the urban blacks in the supplementary sample, however, these levels are much the same as they are for whites in the national sample. (See Table 6.)

The difference in involvement with PTV on the part of blacks nationally versus urban blacks, and the similarity of involvement on the part of whites nationally and urban blacks, raises a question: Is the frequently noted disparity between white and black levels of awareness and viewing of PTV associated more closely with other socio-economic characteristics than with ethnicity?

Table 6

Incidence of Awareness and Viewing in Ethnic Groups

Relation to PTV	White (N=800)	Black			Hispanic (N=121)
		National (N=78)	Supplement (N=102)	Total (N=180)	
Aware unaided	62%	44%	64%	55%	34%
Aware - unaided or aided	92	91	97	94	69
Ever watch	66	54	69	62	50
Past-week viewer	45	36	50	44	35
Named program viewed in past week	21	9	21	16	11

Table 7 provides some evidence on this point. It reports the levels of unaided awareness and viewing within demographic subgroups of the ethnic groups. In order to maximize sample sizes, the data for blacks include the basic and supplementary samples. Nonetheless the bases are small for blacks and particularly small for Hispanics, and the data should be considered with appropriate caution.

For all the ethnic groups, unaided awareness and viewing of public television are at higher levels among subgroups with higher education, with a white collar worker as head of house, and with a VHF channel available for viewing in the market. VHF availability seems to be a factor particulary for the Spanish subgroup, and it should be noted that in one of the two cities from which the Spanish supplement was selected, Los Angeles, the public television channel broadcasts on a UHF frequency.

Unaided awareness tends to be higher for all ethnic groups where a child under 12 is present in the household. This relationship does not apply to viewing within the white population segment, nor within the black supplement. (In the black supplement, which is not shown separately in Table 7, 70 percent report watching PTV in child households, 68 percent in households without children.)

In white and Hispanic households, PTV awareness and viewing tend to be higher at higher income levels, but this relationship does not appear to apply to blacks. On the other hand, in black households there is a strong tendency for awareness and viewing to fall sharply at age 45 and beyond. Since the supplementary sample of blacks is younger than the national subsample, this relationship between age and PTV involvement has impact on awareness and viewing levels in the two groups of blacks.

While the data are far from definitive, there is sufficient pattern to suggest that the ethnic groups may relate to public television at least partly in terms of demographic characteristics other than ethnicity.

On-Air Fund Raising. A majority of whites (61 percent) and of the supplementary sample of blacks (57 percent) report having seen an on-air appeal for financial support by the public television station. Only about a third of blacks in the national sample (35 percent) and of Hispanics indicate such exposure.

Table 7

Incidence of Unaided Awareness and PTV Viewing in Selected Demographic Subgroups Within Ethnic Groups

Demographic Subgroup	Percentage Aware Unaided					
	White		Black		Hispanic	
	Base	Percent	Base	Percent	Base	Percent
Male	(350)	65%	(62)	65%	(45)	36%
Female	(450)	60	(118)	50	(76)	33
18-29	(218)	63	(67)	66	(35)	26
30-44	(233)	71	(55)	73	(47)	36
45+	(345)	56	(51)	24	(37)	41
H.S. grad or less	(442)	54	(102)	51	(88)	24
Some college +	(339)	74	(68)	65	(29)	62
White collar	(350)	71	(63)	64	(25)	60
Blue collar	(232)	60	(49)	57	(57)	21
Retired/not employed	(175)	49	(47)	38	(24)	38
Under $15,000	(244)	51	(72)	60	(50)	36
$15,000 +	(402)	73	(69)	59	(34)	44
Child	(231)	69	(72)	71	(62)	39
No child	(568)	60	(108)	44	(58)	29
VHF available	(526)	67	(103)	63	(63)	54
UHF only	(261)	54	(76)	43	(58)	12

	Percentage Ever Watched					
	White		Black		Hispanic	
	Base	Percent	Base	Percent	Base	Percent
Male	(350)	66%	(62)	66%	(45)	40%
Female	(450)	65	(118)	60	(76)	57
18-29	(218)	61	(67)	67	(35)	40
30-44	(233)	68	(55)	73	(47)	51
45+	(345)	66	(51)	43	(37)	62
H.S. grad or less	(442)	59	(102)	56	(88)	40
Some college +	(339)	75	(68)	72	(29)	79
White collar	(350)	71	(63)	71	(25)	68
Blue collar	(232)	60	(49)	57	(57)	40
Retired/not employed	(175)	65	(47)	47	(24)	54
Under $15,000	(244)	59	(72)	68	(50)	52
$15,000 +	(402)	70	(69)	64	(34)	74
Child	(231)	64	(72)	69	(62)	57
No child	(568)	66	(108)	57	(58)	45
VHF available	(526)	72	(103)	70	(63)	73
UHF only	(261)	56	(76)	53	(58)	26

To be read: 65 percent of white males are aware of their PTV channel unaided; etc. Data for blacks and for Hispanics include the national and supplementary samples.

In response to the open-end question on fund appeals, the proportions of positive and negative comments among those responding are as follows.

	Positive Comment(s)	Negative Comment(s)	Base
White	82%	19%	756
Black	81	19	166
Hispanic	78	22	63

It is apparent that these reactions to on-air fund raising vary little by ethnicity.

Table 8 compares reactions to the statements on televised appeals for support of PTV. It will be observed that, while there are differences in reaction to individual statements, there is no consistent pattern. The most striking disparity lies in the greater willingness of the minority groups to recommend total support of PTV by government.

Table 8

Reaction to On-Air Fund Raising on Public Television
Within Ethnic Groups

Reaction	White	Black	Hispanic
Strongly agree or agree with statement on appeals			
Important to PTV survival	87%	81%	75%
People have little objection	80	72	68
Make people uncomfortable	61	51	66
Enjoyable	49	62	67
Should be government-supported	33	56	71
PTV can't be very good if not self-supporting	29	39	40
People avoid PTV to avoid solicitation	31	24	31
Agree that appeals are a fair price to pay for programming	85%	71%	77%

Base: 736 white, 170 black, 84 Hispanic; however, "no answers" have been eliminated.

Section II:

HIGHLIGHTS OF FINDINGS

Following are highlights from this national survey. These results are discussed in more detail and are documented in the "Detailed Findings" section of this report.

On-Air Fund Raising

People who ever listen to public radio report a generally favorable reaction to on-air fund raising appeals. In reacting to a series of statements that might be made about on-air fund raising --

- A majority of people who ever listen to public radio agree that the appeals are important to the survival of public radio (88 percent) and that, in general, people have little objection to them (83 percent). Moreover, 42 percent agree that they are enjoyable.

- On the other hand, 44 percent agree that the appeals make people uncomfortable, and 29 percent agree that people sometimes avoid public radio to avoid fund requests. About one-third (32 percent) would prefer total government support rather than dependence on individual contributions. And one-quarter of the listeners (26 percent) agree that public radio "can't be very good" if it has difficulty supporting itself.

When these reactions of public radio listeners to radio pledging are compared with reactions of public television (PTV) viewers to a parallel series of statements relating to PTV, they are found to be similar. But a higher proportion of people who ever watch PTV than of people who listen to public radio consider appeals to be enjoyable. On the other hand, a higher proportion of PTV users than public radio users agree that fund requests make people uncomfortable.

In balancing the purpose of appeals against objections, 84 percent of people who listen to public radio agree that "these appeals are a fair price to pay for the programming on public radio."

Among persons who are aware of public radio, 23 percent report having been solicited for contributions, either through on-air appeals or in some other way.

On-air appeals are reported to have been heard by 31 percent of public radio listeners. This level of exposure to on-air fund raising is lower than that for public television; 75 percent of people who ever watch PTV report having seen on-air appeals. Ten percent of public radio listeners indicate they have been solicited for support via mail or in some way other than on-air.

Donations to public radio -- not necessarily in response to on-air appeals -- are reported to have been made at some time by eight percent of listeners.

Awareness and Listening

In terms of their exposure to public radio, the adult population of telephone households in the continental United States may be classified into subgroups on the bases of awareness of public radio and listening to public radio as follows:

Awareness of National Public Radio

- 14 percent report having heard of National Public Radio (NPR).

- 86 percent indicate no recognition of NPR.

  Among persons aware of their public radio station, 24 percent express recognition of NPR.

Awareness of a Public Radio Station

- 26 percent are aware of a public radio station in their area. This group includes --

  -- Three percent who can, unaided, identify a public radio station's call letters and/or frequency.

  -- 23 percent who indicate recognition of a public radio station's call letters.

- 74 percent exhibit no awareness of a public radio station or have no such station available to them.

Listening to Public Radio

- 13 percent report ever listening to public radio. This subgroup is composed as follows:
  - -- Five percent who report listening in the past week.
  - -- Eight percent who report listening ever but not in the past week.
- 87 percent have never listened to public radio. This subgroup is composed as follows:
  - -- 74 percent who are unaware of a public radio station or have none available in the area.
  - -- 13 percent who report they have never listened.

When penetration of public radio awareness and listening within demographic subgroups is examined, it is seen that the levels of awareness and listening are higher among:

- People under 60 years of age.
- The better educated.
- White collar households.
- Upper income households.
- Residents of A and B size counties.*

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*County sizes referenced in this report follow the classification which was developed by the A.C. Nielsen Company and is widely used in media research. To summarize briefly: A size counties are all counties in the 25 largest metropolitan areas; B size counties are the remaining counties with over 150,000 population or in metropolitan areas exceeding that population; C size counties are those with a population above 35,000, up to 150,000, or in metropolitan areas within that size range; D size counties are the remaining, less populous, counties.

Programming

When people who ever listen to public radio are asked why, major reasons relate to --

- Music programming - 33 percent.
- Programming in general - 25 percent.
- News/public affairs - 13 percent.
- Absence of commercials - 10 percent.
- Talk programs - 7 percent.
- Educational programs - 2 percent.

When listeners are asked on a closed-end basis whether each of nine possible reasons for listening helps to explain their own use of the medium, music programming is the reason most frequently given an affirmative response (86 percent of listeners).

Most public radio listeners express satisfaction with their station's programming. Asked how satisfied they are "with what is available to listen to on public radio these days," 34 percent report they are "very satisfied," 49 percent "somewhat satisfied," eight percent "not satisfied at all"; eight percent do not respond.

Public TV and Radio Awareness and Use

The greater the awareness or viewing of public television, the greater the awareness of or listening to public radio, and vice versa. Most people who ever listen to public radio also watch public television. Fifty-three percent of the population, however, has watched PTV without having ever listened to public radio.

Ethnic Groups

Whites and blacks in the national sample report similar levels of awareness and listening to public radio. These levels, however, are higher within a supplementary sample of urban blacks. On the other hand, there is less awareness and listening among Hispanics.

Within each of the three ethnic groups, incidence of listening to public radio is higher for persons with more advanced education, for those residing in a household headed by a white collar worker, and for upper income households.

COMPARISON OF FINDINGS - 1979 AND 1981

On-Air Fund Raising

Respondents who were aware of a public radio station were asked their reaction to specific statements about on-air fund raising in support of the station, and whether they agree that fund appeals are a fair price to pay for the programming on public radio.

In 1981 as in 1979, the public continues to report a generally positive reaction to on-air appeals on public radio. Comparative statistics for the two years are shown in Table 9. The data are very similar. The only statistically significant difference represents a more favorable reaction; namely, there was a decline from 59 to 44 percent in those who agree, strongly or somewhat, that on-air appeals make people uncomfortable.

Awareness and Listening

There were some reported increases and decreases in awareness and listening to public radio between 1979 and 1981. (See Table 10.)

- Fewer people reported awareness of the local public radio station on an aided basis (down from 27 to 23 percent) and on a combined, unaided and aided, basis (down from 31 to 26 percent).

- Reports of "ever" listening are down somewhat among those aware of the station (from 59 to 50 percent) and within the total adult population (from 18 to 13 percent).

- Among the "ever listeners," however, reported listening within the past week and listening in the past week and regularly are up (from 36 to 40 percent and 21 to 26 percent, respectively). These differences in past-week listening are not statistically significant.

Table 9

Listener Reaction to On-Air Fund Raising on Public Radio
1979 and 1981

Reaction	1979	1981
Strongly agree or agree with statement on appeals		
Important to public radio survival	83%	88%
People have little objection	84	83
Make people uncomfortable	59	44
Enjoyable	43	42
Should be government-supported	35	32
People avoid public radio to avoid solicitation	36	29
Public radio can't be very good if not self-supporting	26	26
Strongly agree with statement on appeals		
Important to public radio survival	51	52
People have little objection	30	27
Make people uncomfortable	17	11
Enjoyable	7	8
Should be government-supported	17	10
People avoid public radio to avoid solicitation	9	10
Public radio can't be very good if not self-supporting	10	8
Agree that appeals are a fair price to pay for programming	85	84

Base: 188 persons who ever listen to public radio in 1979, 134 in 1981; however, "no answers" have been eliminated.

Table 10

Public Radio Awareness and Listening
1979 and 1981

	1979	1981
Of the adult population:		
Percent aware of public radio station unaided	4%	3%
Percent aware of public radio station at recognition level	27	23
Total percent aware of public radio station	31	26
Of the station aware:		
Percent reporting ever listening	59	50
Of the ever listeners:		
Percent reporting listening in past week	36	40
Percent reporting listening in past week and regularly	21	26
Of the adult population:		
Percent reporting ever listening	18	13
Percent reporting listening in past week	7	5
Percent reporting listening in past week and regularly	4	3

1981 DETAILED FINDINGS

Public Radio Awareness

NPR Awareness. About 14 percent of the adult population report having "heard of" National Public Radio (NPR). To place this statistic in perspective, NPR was one of seven networks for which recognition levels were obtained. The following percentages indicate recognition of the various radio networks:

- NBC Radio Network - 73 percent
- CBS Radio Network - 72 percent
- Mutual Broadcasting System - 69 percent
- ABC Information Radio - 40 percent
- ABC Contemporary Radio - 37 percent
- National Public Radio - 14 percent
- National Black Network - 11 percent

Among persons who report awareness of their local public radio station, 24 percent state they have heard of National Public Radio. Of those who are unaware of a public radio station in their locality, ten percent indicate they have heard of National Public Radio.

Public Radio Station Awareness. Among the adult population, 26 percent are aware of a public radio station in their area. This group is composed as follows:

- Three percent of the population are aware unaided. That is, they respond positively when asked if there is a public radio station in the area* and correctly identify the station call letters and/or the frequency.

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*The question was as follows: "Public radio stations do not have any commercial advertising and are sometimes considered to be educational stations. We are particularly interested in the public radio stations that identify themselves with the National Public Radio network, known as NPR. Are there any such public radio stations in your area?...Do you happen to know the station call letters or the number on the dial of any of these stations?...What are they?"

- 23 percent are aware aided. That is, they respond positively when asked if they have heard of station ___-(AM)(FM).

The remaining 74 percent of the population are unaware of a public radio station; this includes those unaware of an existing station and those residing in areas where public radio may not be available.*

Factors Associated with Awareness. Table 11 provides demographic profiles of persons who are aware of a public radio station in their area and of persons who are not aware, making possible a comparison of the composition of these two population segments.

Chart 8 shifts the focus from demographic profiles to penetration of awareness within demographic subgroups. As indicated in the chart, the level of awareness is higher among --

- Persons under 60 years of age.
- The better educated.
- White collar households.
- Higher income households.
- Residents of A and B size counties.

---

*Prior to the interview, for each household in the original sample, as many as three PTV channels and three public radio stations (CPB-qualified stations) were ascribed as available for reception in the local area. The television market area was used to determine both viewing and listening boundaries. Procedures for predesignation of channels and stations specified that, where doubt as to potential reception existed, a possible station be listed rather than none at all.

Table 11

Demographic Characteristics by Awareness of the Public Radio Station

Characteristic	Aware (N=266*)	Unaware (N=775*)
Sex		
Male	44%	43%
Female	56	57
Age		
18-29	32%	25%
30-44	36	28
45-59	21	21
60 or over	11	26
Education		
Some H.S. or less	7%	26%
H.S. graduate	30	38
Some college	27	20
College grad.+	35	15
Occupation of chief wage earner		
White collar	60%	38%
Blue collar	25	33
Retired/not employed	15	29
Household income		
Under $10,000	19%	26%
$10,000 - $19,999	29	30
$20,000 - $29,999	28	26
$30,000 or more	24	17
Number of cars		
None	9%	9%
1	37	41
2	43	36
3 or more	11	14

Characteristic	Aware (N=266*)	Unaware (N=775*)
FM radio in car(s) (Base: Persons with car)**		
FM radio(s)	75%	73%
No FM radio(s)	25	27
Home ownership		
Own	67%	72%
Rent	33	28
No. of persons in HH		
1	17%	20%
2	34	32
3	17	16
4	18	18
5 or more	14	14
Presence of child under 12 in HH		
Child	32%	28%
No child	68	72
Race/ethnicity		
White	87%	87%
Black	9	9
Spanish/other	4	5
County size		
A	48%	34%
B	26	26
C	17	25
D	9	15

*Minus "no answers." Percentages may not add to 100 due to rounding.
**Bases: Aware - 233, unaware - 616. ("No answers" have been omitted.)

To be read: Of those who are aware of their public radio station, 32 percent are 18 to 29 years of age; of those who are unaware, 25 percent are 18 to 29, etc.

Chart 8

Penetration of Awareness of the Public Radio Station in Selected Demographic Subgroups

Demographic Subgroup	Percentage Aware	Base
Male	26%	447
Female	25%	594
18-29	31%	263
30-44	32%	291
45-59	27%	205
60 or over	13%	215
Some H.S. or less	9%	199
H.S. graduate	23%	346
Some college	33%	211
College grad.+	45%	197
Occupation of chief wage earner:		
White collar	36%	407
Blue collar	22%	285
Retired/not employed	16%	232
Under $20,000 HH income	26%	410
$20,000+ HH income	34%	350
FM radio in car(s)	28%	626
No FM radio in car(s)	26%	223
1 or 2 person HH	26%	511
3+ person HH	27%	471
Child under 12 in HH	28%	302
No child under 12	24%	731
White	27%	816
Black or other	26%	126
A or B size county	30%	664
C or D size county	18%	377

To be read: 26 percent of males and 25 percent of females are aware of their public radio station; etc.

Public Radio Listening

Listening Levels. Of the adult population in telephone households,

- 26 percent are aware of a public radio station in their area, at least at the recognition level.
- 74 percent are unaware, including those who have no public radio available.

Of the station-aware,

- 50 percent report ever listening.
- 50 percent do not report ever listening.

Of the ever listeners,

- 40 percent report listening last week, and
- 32 percent report listening regularly.
- 60 percent do not report listening last week, and
- 68 percent do not report listening regularly.

Chart 9 applies these data to the total population base, showing the segmentation of the population in terms of relationship to public radio.

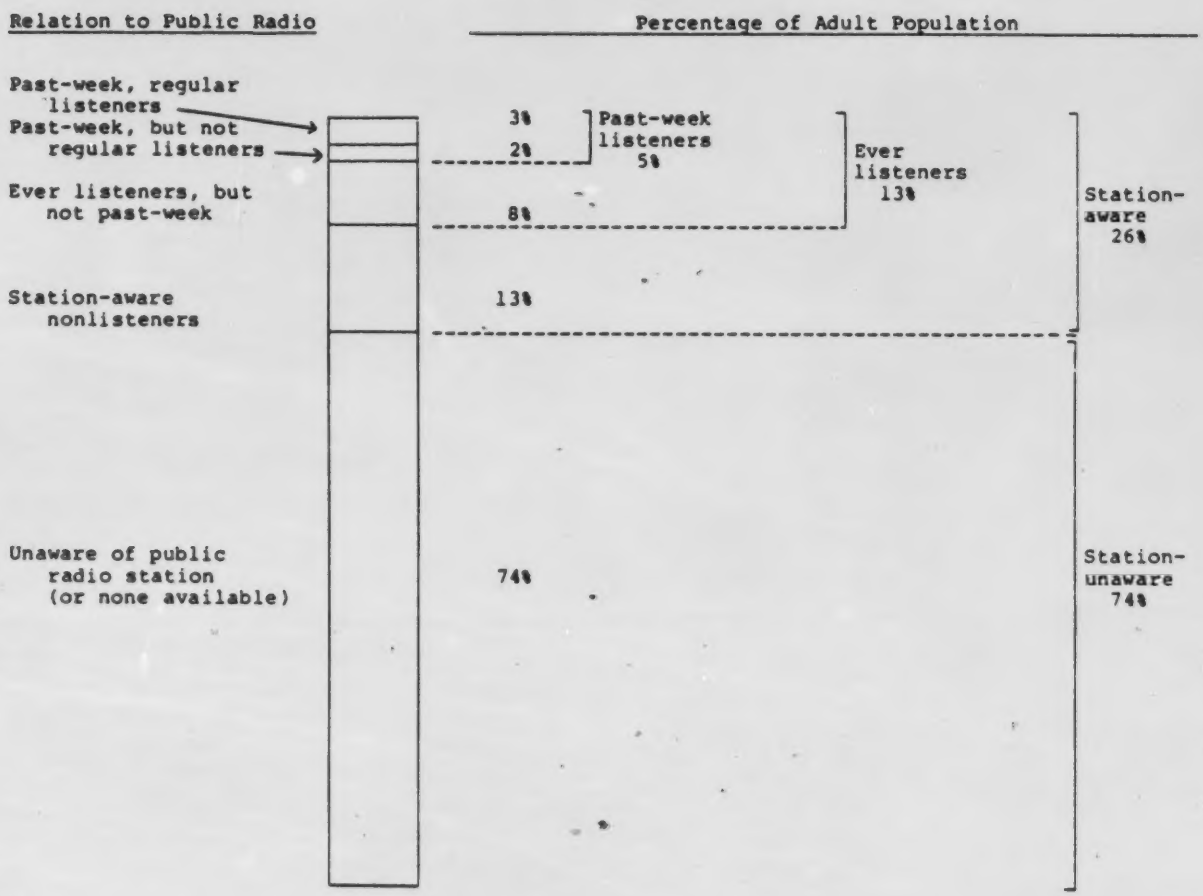
Factors Associated with Listening. Table 12 provides demographic profiles of people who report ever listening to public radio and of those who never listen.

Chart 10 shifts the orientation from composition of the listening and nonlistening population segments to penetration of listening, depicting the level of listening within demographic subgroups of the population. The incidence of listening is higher for those persons who --

- Are under 60 years of age.
- Are better educated.
- Belong to a white collar household.
- Have higher household income.
- Reside in an A or B size county.

Chart 9

Public Radio Awareness and Listening



Base: 1041

60

Table 12

Demographic Characteristics of Listeners and Nonlisteners to Public Radio

Characteristic	Ever Listeners (N=134*)	Never Listeners (N=907*)
Sex		
Male	49%	42%
Female	51	58
Age		
18-29	28%	27%
30-44	40	28
45-59	22	21
60 or over	9	24
Education		
Some H.S. or less	6%	23%
H.S. graduate	25	38
Some college	28	21
College grad.+	41	17
Occupation of chief wage earner		
White collar	64%	41%
Blue collar	25	32
Retired/not employed	11	27
Household income		
Under $10,000	18%	25%
$10,000 - $19,999	25	31
$20,000 - $29,999	32	26
$30,000 or more	26	18
Number of cars		
None	9%	9%
1	38	40
2	43	37
3 or more	10	14

Characteristic	Ever Listeners (N=134*)	Never Listeners (N=907*)
FM radio in car(s) (Base: Persons with car)**		
FM radio(s)	77%	73%
No FM radio(s)	23	27
Home ownership		
Own	67%	72%
Rent	33	28
No. of persons in HH		
1	19%	19%
2	33	33
3	16	16
4	21	18
5 or more	11	14
Presence of child under 12 in HH		
Child	33%	29%
No child	67	71
Race/ethnicity		
White	83%	87%
Black	11	8
Spanish/other	6	4
County size		
A	49%	36%
B	24	27
C	16	23
D	11	14

*Minus "no answers." Percentages may not add to 100 due to rounding.
**Bases: Listeners - 116, nonlisteners - 733. ("No answers" have been omitted.)

To be read: Of those who report ever listening to public radio, 28 percent are 18 to 29 years of age; of those who never listen, 27 percent are 18 to 29; etc.

Chart 10

Incidence of Public Radio Listening in Selected Demographic Subgroups

Demographic Subgroup	Percentage Ever Listening		Base
Male		15%	447
Female		12%	594
18-29		14%	263
30-44		18%	291
45-59		14%	205
60 or over		6%	215
Some H.S. or less		4%	199
H.S. graduate		9%	346
Some college		17%	211
College grad.+		26%	197
Occupation of chief wage earner:			
White collar		19%	407
Blue collar		11%	285
Retired/not employed		6%	232
Under $20,000 HH income		12%	410
$20,000+ HH income		19%	350
FM radio in car(s)		14%	626
No FM radio in car(s)		12%	223
1 or 2 person HH		13%	511
3+ person HH		13%	471
Child under 12 in HH		15%	302
No child under 12		12%	731
White		13%	816
Black or other		17%	126
A or B size county		15%	664
C or D size county		10%	377

To be read: 15 percent of males and 12 percent of females ever listen to their public radio station; etc.

Reasons for Listening - Unaided. People who report ever listening to public radio were asked, "Why do you listen to the public radio station?" The following summarizes their responses. (Note that multiple responses were permitted.)

One or more reasons related to music programming		33%
Good music	11	
Classical music	10	
Music - unspecified	7	
Other specific types of music	5	
One or more reasons related to program types other than music		24%
News/public affairs	13	
Talk	7	
Educational	2	
Other specific programs	6	
Programming in general		25%
No commercials		10%
Other reasons		8%
No special reason		20%
No answer		9%
Base		(134)

Among specific program types, music is the most frequently cited reason for listening to public radio; it is mentioned by 33 percent of listeners. News/public affairs is the runner-up, with 13 percent. Responses categorized as "programming in general," mentioned by 25 percent of listeners, include statements concerning program quality, variety, enjoyment, unavailability on other stations, etc.

Reasons for Listening - Aided. As a follow-up to the open-end question on reasons for listening to public radio, ever listeners were asked: "I am going to read a list of reasons why a person might listen to public radio. For each one, please tell me whether it helps describe why you listen." Nine possible reasons for listening were given. Chart 11 shows the proportions of listeners who indicate that each reason helps describe their motivation for listening.

As in response to the earlier, open-end question, most listeners cite music programming as their reason for tuning in to public radio.

Chart 11

Reasons that Listeners Consider Helpful in Describing Why They Listen to Public Radio

Reason	Percentage of Listeners	
Music programming	■■■

Public Radio Programming

While programming spontaneously emerges as the motivation for listening to public radio, the issue of programming was also explicitly referred to in the survey in the context of awareness of NPR programming, listening to such programs and satisfaction with public radio programming.

NPR Programs. All respondents were asked whether they "have heard of each of" nine "radio network programs." The following summarizes the incidence of recognition among the general population, those aware of a public radio station and public radio listeners.

Program Awareness Level

Commercial Program	Total	Public Radio Station-Aware	Public Radio Listeners
Paul Harvey News	68%	76%	77%
CBS Mystery Theater	53	70	74
Metropolitan Opera Broadcasts	49	66	73
The World Tonight	20	29	34
NPR Program			
Morning Edition	31%	39%	47%
All Things Considered	13	23	30
Jazz Alive	13	17	26
Options in Education	12	15	22
Earplay	3	6	8
Base	(1041)	(266)	(134)

Awareness of all programs, including NPR programs, tends to be higher among those aware of a public radio station in their area than among the general population, and higher yet among people who listen to public radio. Morning Edition is by far the NPR program with the highest awareness level. It is reported recognized by almost one third of the general population and by close to half of the public radio listeners. The relatively high level of Morning Edition is doubtless a function, at least partly, of the generic nature of the title.

People who indicated awareness of these programs were asked if they have ever listened to them. The following percentages of program-aware public radio listeners report ever listening:

- Paul Harvey News - 91 percent of 103 public radio listeners who are aware of the program.
- Metropolitan Opera Broadcasts - 73 percent of 98.
- CBS Mystery Theater - 72 percent of 99.
- All Things Considered - 70 percent of 40.
- Morning Edition - 56 percent of 63.

These bases, particularly for the two NPR programs, are small. Even smaller bases are available for the remaining programs, and the data should be treated with caution: 29 of 35 persons aware of Jazz Alive report having listened to it, 23 of 30 report listening to Options in Education, and five of ten to Earplay.

Satisfaction with Programming. The bulk of listeners to public radio are at least "somewhat satisfied" with public radio programming. They were asked: "How satisfied are you with what is available to listen to on public radio these days -- would you say you are very satisfied, somewhat satisfied, or not satisfied at all?" Their answers distribute as follows:

- Very satisfied - 34 percent.
- Somewhat satisfied - 49 percent.
- Not satisfied - eight percent.
- No answer - eight percent.

Public Radio and Television Awareness/Use

The greater the awareness or viewing of public television, the greater the awareness of or listening to public radio, and vice versa. This is an unsurprising finding in light of the similarity in demographics of aware persons and users of each medium, and in light of the similarity in geographic distribution of public radio and TV stations. Table 13 details the interrelationships in awareness and viewing/listening.

Table 13

Interrelationships in Awareness and Usage of Public Radio and Public Television

Level of Awareness or Usage	Percentage of Subgroup				
	Aware PTV	Unaware PTV	Past-Week Viewer PTV	Ever Viewer	Never Viewer
Aware of public radio unaided	3%	*	4%	3%	1%
Aware aided	24	4%	29	26	12
Unaware of public radio	73	96	67	71	87
Past-week and regular listener	3%	1%	6%	3%	*
Past-week, not regular listener	2	*	3	1	*
Ever, not past-week listener	8	1	9	8	5%
Never listener	87	98	82	88	94
Base	(930)	(90)	(447)	(198)	(375)

	Aware Public Radio	Unaware Public Radio	Listener Public Radio	Never Listener
Aware of PTV	98%	89%	98%	90%
Unaware of PTV	2	11	2	10
Past-week viewer of PTV	58%	39%	64%	39%
Ever, not past-week viewer	23	18	18	20
Never viewer	19	43	17	41
Base	(253)	(767)	(126)	(894)

*Less than 0.5 percent. Percentages may not add to 100 due to rounding.

To be read: Of those who are aware of their PTV channel, three percent are also aware of their public radio station unaided, 24 percent are aware aided, and 73 percent are unaware of their public radio station; of those unaware of their PTV channel, four percent are aware of their public radio station aided; etc.

The following table segments the population in terms of awareness and usage of both media.

	Percent of Adult Population
Aware of both PTV and public radio	24%
Aware of PTV only	67
Aware of public radio only	*
Unaware of both	8
Ever user of both PTV and public radio	10
Ever user of PTV only	53
Ever user of public radio only	2
Nonuser of both	35
Base	(1020)

Most people who listen to public radio also watch PTV, but more than half of the adult population watches PTV at times while never listening to public radio. In fact, as can be seen in Table 13, of people who ever watch PTV (past-week or ever viewers), over 80 percent never listen to public radio.

Exposure to Fund Raising

On-air fund raising is not as widespread an activity for public radio stations as it is for public television stations, and this difference is reflected in differing levels of reported exposure to on-air pledging in the two media. Of people who report ever listening to public radio, 31 percent state they have "ever heard any public radio station ask its listeners, on the air, to contribute funds for its support." This contrasts with 75 percent exposure to PTV appeals among people who ever watch.

Ten percent of listeners to public radio indicate they have "ever been asked by any public radio station to contribute funds for its support, either by mail or in any way other than on the air."

Among persons who are aware of public radio, a total of 23 percent reports having been solicited for support, either by means of an on-air appeal or in some other way.

Contributions to Public Radio/TV

Particularly since some public broadcasting licensees operate both TV and radio stations, there is interest in the possible impact of fund raising in one medium on the other. People who are aware of their public radio station were asked: "If you

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* Less than 0.5 percent.

contributed funds to a public radio station or to a public television station, would you consider that to be your contribution to public broadcasting, or would you feel you should contribute separately to each?" Among those who responded, 44 percent indicated that they would make a single contribution, while 56 percent would contribute separately. The response was much the same among public radio listeners, 41 percent of whom would make one contribution.

In the course of asking household demographics, the following questions were included:

> "Have you ever made a donation to public television, either in response to a televised appeal, mail or some other kind of appeal?"
>
> "And what about public radio? Have you ever made a donation to public radio?"

Below are summarized the responses of the general population, of people who ever watch PTV, and of people who ever listen to public radio.

Classification	General Population	PTV Viewers	Public Radio Listeners
Donor - PTV only	22%	30%	33%
Donor - public radio only	1	1	1
Donor - both	2	2	7
[Total donors - PTV]	[24]	[33]	[40]
[Total donors - public radio]	[3]	[3]	[8]
No donation	65	59	50
No answer	10	8	9
Base	(1041)	(645)	(134)

Contributions to public radio are relatively rare. They are reported by three percent of the adult population, in contrast to 24 percent who report ever making a contribution to PTV. While 33 percent of PTV viewers indicate they have financially supported that medium, only eight percent of listeners to public radio have contributed to it. Moreover, 33 percent of public radio listeners report having contributed to PTV but not to public radio; only one percent of PTV viewers, on the other hand, contribute to public radio but not to PTV.

Reaction to On-Air Fund Raising

Respondents who were aware of their public radio station were asked whether they strongly agree, agree somewhat, or do not agree at all with each of seven statements "which people have used to describe" public radio appeals, on air, for financial support from their listeners. Chart 12 summarizes the answers to these questions by people who ever listen to public radio.

Responses indicate a generally favorable attitude toward on-air pledging:

- Most (88 percent of listeners) agree that the appeals are important to the survival of public radio.

- Most listeners (83 percent) agree that "in general, people have little objection to fund-raising appeals on public radio."

- 42 percent of the listeners agree at least somewhat that the appeals are enjoyable.

For the remaining items, agreement constitutes a negative reaction to on-air pledging:

- More than two-fifths of listeners (44 percent) agree that the appeals make people "uncomfortable because they don't feel in a position to make contributions to public radio."

- Almost one-third (32 percent) agree that public radio should be supported by government and not require donations.

- More than one-quarter (29 percent) of listeners agree that "people sometimes avoid listening" to avoid being asked for money.

- Approximately one-quarter (26 percent) agree that "if public radio is having trouble supporting itself, it can't be very good."

The question arises as to whether people react differently to fund appeals on radio than on television. Chart 13 compares responses of public radio listeners to the seven statements relative to radio with the responses of public television viewers to the same set of seven statements relative to PTV.

Chart 12

Reaction to Statements Concerning On-Air Fund Appeals by Listeners to Public Radio

Statement	Percentage Who Strongly Agree or Agree		% Strongly Agree
Requests for money on public radio are important if public radio is to survive		88%	52%
In general, people have little objection to fund-raising appeals on public radio		83%	27%
Appeals for money make people uncomfortable because they don't feel in a position to make contributions to public radio		44%	11%
Campaigns on-air to raise funds for public radio are enjoyable		42%	8%
Public radio should be supported totally by the government and should not require donations		32%	10%
People sometimes avoid listening to public radio because they don't want to be asked for money		29%	10%
If public radio is having trouble supporting itself, it can't be very good		26%	8%

Base: 134 people who report ever listening to public radio; however, "no answers" have been eliminated.

To be read: Of people who ever listen to public radio, 88 percent strongly agree or agree that on-air fund requests are important if public radio is to survive.

Chart 13

Reaction to Statements Concerning On-Air Fund Appeals Among
1. People who ever listen to public radio
2. People who ever watch PTV

Statement	Percentage Who Strongly Agree or Agree Among Subgroups		% Strongly Agree
Requests for money on public radio/TV are important if public radio/television is to survive		88% 89%	52% 54%
In general, people have little objection to fund-raising appeals on public radio/ television		83% 81%	27% 31%
Appeals for money make people uncomfortable because they don't feel in a position to make contributions to public radio/television		44% 59%	11% 16%
Campaigns on-air to raise funds for public radio/television are enjoyable		42% 52%	8% 9%
Public radio/television should be supported totally by the government and should not require donations		32% 34%	10% 11%
People sometimes avoid listening to/watching public radio/ television because they don't want to be asked for money		29% 25%	10% 7%
If public radio/television is having trouble supporting itself, if can't be very good		26% 26%	8% 10%

Base: 134 radio listeners, 645 viewers; however, "no answers" have been eliminated.

To be read: Of people who ever listen to public radio, 88 percent strongly agree or agree that on-air fund requests are important if public radio is to survive; 89 percent of people who ever watch PTV strongly agree or agree that on-air fund requests are important if PTV is to survive; etc.

It is apparent that users of each medium react in much the same way to on-air pledging on that medium. (Note that there is considerable overlap between public radio listeners and public television viewers. As discussed supra, 83 percent of public radio listeners also watch PTV.) The only substantial differences are the greater tendency of PTV viewers to feel that (a) appeals are enjoyable, and (b) appeals tend to make people feel uncomfortable because they are not in a position to contribute.

Trade-Off: Fund Appeals and Programming

Following the series of statements on fund raising, this question was posed: "Considering, on one hand, the purpose of broadcast appeals for funds to support public radio and, on the other hand, people's objections to them, do you agree or disagree that these appeals are a fair price to pay for the programming on public radio?"

Eighty-four percent of public radio listeners who respond to this question express agreement; i.e., they indicate that appeals are a fair trade-off for the programming on public radio. Asked a parallel question about PTV, a similar proportion of those who ever watch (88 percent) respond in the same manner.

Ethnic Minorities

Because of the low incidence of ethnic minorities in the population, a national study typically yields too few interviews with these groups to permit analysis. As discussed in the television section of this report, in the 1981 survey, for the first time in this series, interviews were conducted with supplementary samples of blacks and Hispanics so that these groups could be examined in more detail in terms of their relationship to public broadcasting.

To be economically feasible, such supplementary sampling must be undertaken in areas where the respective minorities are in relatively heavy concentrations. The sample of blacks was drawn from five cities -- Chicago, Detroit, New York, Philadelphia and Washington, D.C.; the Hispanic sample covered New York City and Los Angeles.

Since the basic national sample yielded 82 interviews with blacks, it was possible to compare the characteristics of blacks in the two samples. Not surprisingly, given the limited geographic distribution of the supplementary sample, there were substantial differences between the two groups of blacks. The supplementary sample was considerably younger, more upscale socio-economically, and was more aware of and involved with public radio. It is, therefore, important to look at the findings for the black samples individually as well as on a combined basis.

A similar comparison of the Hispanic sample with Spanish persons in the national sample is impossible because the national study yielded only 21 interviews with Hispanics.

Awareness and Listening. Awareness of the public radio station and reported listening are at higher levels among blacks than among whites or Hispanics. Among the blacks in the basic national sample, however, these levels are much the same as they are for whites in the national sample. (See Table 14.)

This finding for blacks is in contrast to the finding relative to public television. In that case, involvement with PTV was much the same among whites and urban blacks, while there was lesser awareness and viewing by the national black sample. Within the black community itself, however, for both public radio and public television there was greater awareness and usage among urban blacks than in the national sample.

Table 14

Incidence of Awareness and Listening in Ethnic Groups

Relation to Public Radio	White National (N=816)	Black			Hispanic National/ Supplement (N=121)
		National (N=82)	Supplement (N=104)	Total (N=186)	
Aware unaided	3%	2%	5%	4%	1%
Aware - unaided or aided	27	27	44	37	9
Ever listen	13	17	33	26	7
Past-week listener	5	5	12	9	2

Listening Within Demographic Subgroups. Table 15 reports the levels of listening within demographic subgroups of the ethnic groups. In order to maximize sample sizes, the data for blacks include the basic and supplementary samples. Nonetheless, the bases are small for blacks and particularly small for Hispanics, and the data should be considered with appropriate caution.

For all the ethnic groups, listening to public radio is at higher levels among subgroups with higher education, occupational status and income.

Listening by blacks is higher in all subgroups. As previously noted, this is related to the urban supplement.

Table 15

Incidence of Public Radio Listening in Selected Demographic Subgroups Within Ethnic Groups

Demographic Subgroup	Percentage Ever Listen					
	White		Black		Hispanic	
	Base	Percent	Base	Percent	Base	Percent
Male	(357)	15%	(66)	30%	(45)	9%
Female	(459)	11	(120)	23	(76)	5
18-29	(227)	13	(69)	25	(35)	9
30-44	(235)	16	(56)	41	(47)	4
45+	(350)	10	(54)	15	(37)	8
H.S. grad or less	(448)	6	(104)	19	(88)	5
Some college +	(349)	21	(72)	39	(29)	14
White collar	(355)	17	(66)	38	(25)	16
Blue collar	(236)	10	(50)	26	(57)	5
Retired/not employed	(182)	7	(48)	10	(24)	4
Under $15,000	(253)	9	(72)	22	(50)	4
$15,000 +	(407)	18	(73)	40	(34)	12
Child	(235)	14	(73)	25	(62)	8
No child	(580)	12	(113)	27	(58)	5

To be read: 15 percent of white males report they ever listen to their public radio station; etc.

Note: Data for blacks and Hispanics include the national and urban supplementary samples; data for whites include the national sample only.

APPENDIX A

METHODOLOGY

Sample Design

The findings of this study apply to adults 18 years of age or older, residing in telephone households (and, in the case of public television findings, residing in telephone and television households) in the continental United States.

Independent research conducted by Statistical Research, Inc., in other contexts has demonstrated the importance of telephone households not listed in current telephone directories.* Therefore, since such households are not available from a telephone list sample, the sample used for this study was a replicated random sample of telephone numbers based on random-digit dialing (RDD). The generation of a random-digit dial sample may be summarized briefly as follows.

Virtually all telephone numbers in the United States can be identified by a ten-place number or combination of letters and numbers, i.e., a three-digit area code, a three-digit central office code, and four-digit suffix number. The sample for this study was drawn from a frame of 1,000 central offices dispersed throughout the country. For each central office included in the sample, random four-digit numbers between 0001 and 9999, inclusive, were produced to yield the required ten-place telephone numbers. The procedures thereby included both listed and unlisted numbers.

In order to maximize the yield of households per dialing attempt, the sample employed was a "restricted" random-digit dial sample. "Restriction" of the sample involves the elimination of numbers in nonworking banks. A telephone bank is a set of 1,000 numbers represented by the first digit of the four-digit suffix number. Suffix numbers in those banks which were determined to be nonworking banks, business-only banks, or centrex banks were deleted from the sample. The determination of these nonworking banks was made by contacting telephone business offices, and by consulting telephone directories and company records. The remaining random telephone numbers constituted the predesignated sample.

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*For additional information, see G. J. Glasser and G. D. Metzger, "Random-Digit Dialing as a Method of Telephone Sampling," Journal of Marketing Research, February 1972, pp. 59-64, and G. J. Glasser and G. D. Metzger, "National Estimates of Nonlisted Telephone Households and Their Characteristics," Journal of Marketing Research, August 1975, pp. 359-361.

Rate of Response

From three to five attempts were made, in varied time periods, to reach each telephone number in the predesignated sample. Table A-1 summarizes the residential status of the random-digit dial sample.

Table A-1

Status of Predesignated Sample of
Random-Digit Dial Numbers in Working Banks

	Number	Percent
Nonworking	1,125	38.6
Nonhousehold	309	10.6
Household residence	1,482	50.8
Total sample	2,916	100.0

Where a household was contacted, at least four attempts were made to interview the person who was randomly selected from among all adults living in the household. Additional efforts were made by specially trained personnel to convert initial refusals into interviews.

Table A-2 summarizes the final disposition of the sample.

Table A-2

Rate of Response

	Number	Percent
Interview	1,041	70.2
Refusal	425	28.7
Screenout - No TV or radio/no adult	8	.5
Noncontact	8	.5
Total household base	1,482	100.0

The response rate within households was 71 percent, and cooperation was achieved among 71 percent of persons contacted.

Persons who reported no television set or radio in the household were screened out. Those who reported no television set but who had a radio were interviewed on the radio and demographic portions of the questionnaire. The full data base of 1,041 applies to the radio portion of the survey. For the television portion, the data base is 1,020, reduced by the 21 persons who reported having a radio in the household but no television set.

Supplementary Samples

In order to augment the sample sizes of blacks and Hispanics, supplementary samples were generated for each of these ethnic groups.

The black supplementary sample was a random-digit dial sample confined to five cities: Chicago, Detroit, New York, Philadelphia and Washington, D.C. The importance of a random-digit dial sample design for this population segment is illustrated by the fact that 33 percent of blacks in the basic sample, and 54 percent in the supplementary sample, reported that their telephone number is not listed in the current telephone directory. Ethnic identity was asked early in the interview so that contacts with nonblack households could be terminated.

The Spanish supplementary sample was drawn from two Spanish surname telephone directory list sampling frames. The Los Angeles sample was based on the United States Bureau of the Census Spanish surname listing. The New York sample was based on the Spanish surname sample for the New York area, which has been specially designed by Statistical Research and is used periodically to conduct television audience studies of the Spanish-language population of the New York area. Upon contact with a household, the interviewer introduced herself and the purpose of the call in Spanish. Eligibility for interview required that the respondent be able to converse in Spanish sufficiently to comprehend the Spanish introduction, even though the interview could be completed in English if the respondent preferred.

In all supplementary interviewing, as in the basic study, a person was randomly selected for interview from among all persons in the household age 18 or over.

Because of the limited geographic dispersion of the supplementary samples, the results cannot be projected nationally as can the findings of the basic sample.

Interview Procedures

Interviewing was conducted from the Westfield, New Jersey, offices of Statistical Research, Inc., by highly trained and closely supervised interviewers. Each interviewer received tutored instruction, extensive practice and drill, and the experience of several practice interviews.

Special training techniques included monitoring of calls,* followed immediately by supervisory critique, discussions about the intent of various questions, and comparison of interviewer and supervisor recording of answers.

Throughout the survey period, interviews were monitored by supervisory personnel. Comments and suggestions about interviewer performance, both positive and negative, were often offered at the completion of the interview. Adherence to the script and maintenance of an unbiased, friendly, but formal manner were stressed to the interviewers.

The interview was conducted using SRI's Computer-Assisted Telephone Interviewing System (CATI).

Interviewing took place between January 8, 1981, through March 2, 1981.

The Questionnaire

The 1981 questionnaire is reproduced in Appendix B. In most respects it was a duplication of the 1979 questionnaire. The only changes involved the names of radio networks and programs for which level of awareness was measured.

The questionnaire was translated into Spanish for the Spanish supplement.

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*Calls were monitored via special equipment. The monitoring is not discernible to the calling or called parties. This device is used solely for training and supervisory purposes, and interviewers are notified of its use.

Variability of Results

All survey results are subject to variations or uncertainties. These are a function, first, of the fact that a particular sample was selected.

Second, they also depend on the methods and procedures adopted for that survey, and how well those methods and procedures were carried out.

It is important for a user of survey results to consider the variations or uncertainties to which those findings are subject, and what implications these have for use of the data. The margin of uncertainty, or margin of error, surrounding survey data may be thought of as composed of two parts: sampling errors and nonsampling errors.

Sampling Errors. Sampling error is the difference between the survey result obtained with the sample actually used, and the result that would be obtained by an attempted complete survey of the population conducted in the same manner and with the same care.

When a survey is based on a probability sample, the risks or probabilities of sampling error of various sizes can be calculated in terms of standard errors. Properly interpreted with the aid of the theory of probability, a standard error enables one to assess the risks of sampling errors of various magnitudes. For example, the risk is only about five percent that a sample estimate differs from the population, in either direction, by more than an amount equal to two standard errors.

A standard error does not reflect the extent to which a survey result is subject to nonsampling errors. Hence, it does not indicate, in itself, the accuracy or the usefulness of survey results.

Sampling error may be estimated in this survey by measuring the standard error of the percentage responding in a specific manner to each question. Table A-3 provides standard errors that apply to proportions of people who responded in a particular manner to questions in this study, given the sample base. So, for example, 44 percent of people report having watched a public television program last week. Locating a sample size of 1,000 across the top of Table A-3 and a proportion of 45 percent down the side, one notes that the standard error is 2. Therefore, the probability is 95 percent that 40 to 48 percent (44 percent $\pm$ 2 standard errors, or 44$\pm$4) of all adults residing in households in the United States containing both a telephone and a television set would report having viewed PTV last week, were they all asked in precisely the same manner as was the sample.

TABLE A-3

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750
5/95	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1
10/90	4	3	2	2	2	2	2	2	1	1	1	1	1	1	1
15/85	5	4	3	3	2	2	2	2	2	2	2	1	1	1	1
20/80	6	4	3	3	3	2	2	2	2	2	2	2	2	2	1
25/75	6	4	4	3	3	3	2	2	2	2	2	2	2	2	2
30/70	6	5	4	3	3	3	2	2	2	2	2	2	2	2	2
35/65	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
40/60	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
45/55	7	5	4	4	3	3	3	2	2	2	2	2	2	2	2
50	7	5	4	4	3	3	3	3	2	2	2	2	2	2	2

TABLE A-3
(CONTINUED)

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	800	850	900	950	1000	1050	1100	1150	1200	1250	1300	1350	1400	1450	1500
5/95	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10/90	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15/85	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20/80	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25/75	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
30/70	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
35/65	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1
40/60	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1
45/55	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1
50	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1

The standard error of a percentage is identical to the standard error of 100 minus that percentage; e.g., the standard error of 25 percent for a given sample size equals the standard error of 75 percent for that same sample size.

Nonsampling Errors. The standard error is an indicator only of sampling error and does not reflect the degree to which a survey estimate is subject to other variations. These other variations, or nonsampling errors, can be estimated only through methodological research studies, or on the basis of judgment.

Several possible sources of nonsampling error in estimates reported in this study must be considered by a user. These include the following important, but rather common, matters:

(1) The exclusion of nontelephone households from the frame of the study, and hence their exclusion from the study.

This exclusion is of significance only to the extent that (a) such households exist and (b) they differ from those covered by the study, with respect to characteristics of interest in the study.

Differences may also occur between listed and nonlisted telephone households. This does not present a problem in the basic study or the black supplementary sample because of the inclusion of both listed and unlisted telephone households in the random-digit dial samples. Unlisted numbers were excluded from the supplementary Spanish sample.

(2) Failure to achieve complete cooperation among all predesignated sample members.

Nonresponse is significant only to the extent that respondents differ from nonrespondents with respect to the issues of concern in this study. An unusual degree of effort has been expended to avoid a bias of nonresponse by attempts to reach predesignated households and respondents.

(3) Possible response errors on the part of sample members.

Respondents in all surveys may be subject to failures of recall. They also differ in level of articulateness and in the extent to which they may be influenced by a desire to protect their own self-image or to please the interviewer.

In a study of public television or public radio, there is an additional source of possible response error in that a prestige factor may be present which causes a respondent to be reluctant to admit nonviewing or nonlistening. The structuring of a question sequence from ever viewing to typical week viewing to past-week viewing is designed to deflate the overstatement of viewing

which may occur; once a person has said that he views ever, and views in a typical week, it may be "safe" to admit nonviewing last week. (This issue was discussed at more length in Report 1 of the 1976 study, in an appendix of definitions of awareness and viewing.)

In connection with the concept of "ever" viewing, it is useful to note that the results from general questioning on any topic will vary in part as a function of the feelings about the activity under study. An "ever view" question is designed to cause the respondent to begin thinking about the subject. The answer would typically reflect whether or not the person thinks of himself as being a viewer as opposed to whether or not he literally ever viewed.

There is a tendency to compare the levels of viewing found in this series of studies with Nielsen ratings. It is important to recognize that the Nielsen data and the results from the study reported herein reflect different procedures and different measurements. The Nielsen service provides a syndicated measurement of household viewing. The compilation of audience figures is the sole purpose of the Nielsen studies.

In contrast, the general viewing and listening questions in this tracking study are asked in order to classify respondents as to whether they are aware of and users of the medium. These classifications are subsequently used to cross tabulate reactions to programming and fund raising. The information is compiled on a personal or individual respondent basis, as contrasted with household information for all persons.

(4) Variation in results attributable to different interviewers. Reduction of these errors was the purpose of intensive interviewer training, supervision and monitoring.

(5) Coding, editing and processing errors. Strict controls have been employed to minimize their occurrence. Use of computer-assisted interviewing eliminated the need for keypunch and for all coding except open-end questions. Open-end coding was checked. In addition, an extensive series of feasibility, completeness, and consistency checks was applied by computer.

APPENDIX B:

COPY OF QUESTIONNAIRE

#9153 PUBLIC TELEVISION AND RADIO STUDY: JANUARY 1981

POSTED INTRODUCTION

I. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION AND RADIO. BUT FIRST LET ME VERIFY, IS THIS AREA CODE _____ AND THE NUMBER ____ _____ IN _(State)_?

YES--*Ask Q.II* NO--*Verify number reached, terminate, record "WN" as result and redial correct number.*

II. THANK YOU. CAN YOU TELL ME PLEASE HOW MANY TELEVISION SETS YOU HAVE IN YOUR HOME?

One or More--*Record # of TV's in WN space on CRR card & continue with Q.III.* None--*Ask Q.IIA*

IIA. AND HOW MANY RADIOS DO YOU HAVE IN YOUR HOME?

★One or More--*Record # of radios, followed by letter "R," in WN space on CRR card & continue with Q.III.* None--*Terminate and record result as "SOR."*

III. NOW, I NEED TO SELECT ONE PERSON IN YOUR HOME TO INTERVIEW ABOUT HIS OR HER TELEVISION VIEWING AND RADIO LISTENING. IN ORDER TO SELECT THIS PERSON I FIRST NEED TO KNOW HOW MANY PERSONS 18 YEARS OF AGE OR OVER ARE CURRENTLY LIVING IN YOUR HOME?....DOES THAT INCLUDE YOURSELF? *Enter number on CRR card, in total box. If none--terminate and record "SOA" as result.*

IV. COULD YOU TELL ME HOW MANY OF THESE ARE MALES? *Record number of M's in column headed "M's" on CRR card.*

V. THEN THERE IS(ARE) _____ FEMALE(S) AGE 18 OR OVER? *Record number of F's in column headed "F's" on CRR card.*

Check random number above number of males (if male card) or number of females (if female card) in respondent selector section to determine person to be interviewed.

VI. THANK YOU VERY MUCH. THE PERSON I NEED TO INTERVIEW IS _____. *If person on telephone, go to Q.1 on questionnaire (or Q.16★ if radio only). Otherwise continue with....*IS HE (SHE) AVAILABLE NOW THAT I MIGHT SPEAK WITH HIM (HER)?

YES--*Reintroduce purpose of call and go to Q.1 on questionnaire (or Q.16★ if radio only).*
NO --*Arrange callback via Q.VIA*

VIA. FEMALE: WHAT WOULD BE A CONVENIENT TIME IN THE MORNING OR AFTERNOON THAT I MIGHT CALL BACK TO SPEAK WITH HER? FOR WHOM SHOULD I ASK? *If female unavailable during day, state:* WE WILL TRY TO REACH HER SOME EVENING. *Record "Evening" in callback section.*

MALE: WHAT WOULD BE A CONVENIENT TIME THAT I MIGHT CALL TO COMPLETE THE INTERVIEW WITH HIM? FOR WHOM SHOULD I ASK?

Record N.Y. time, day, date and name on CRR card.

CALLBACK

VII. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. MAY I SPEAK WITH MR./MISS/MRS. _____, PLEASE? THANK YOU.

IF RESPONDENT COMES TO PHONE, CONTINUE WITH Q.VIII.
IF RESPONDENT IS NOT AVAILABLE, ASK Q.VIA.

VIII. MR./MISS/MRS. _____, I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION AND RADIO.

PROJECT #9M33: PUBLIC TELEVISION/
RADIO TRACKING STUDY: JANUARY 1981

SERIAL #	MT	SS CS	ATT'S	INT #	#ADULTS	PTV(CRR) VHF...1 UHF...2 Both..3 None..4	PTV(Ref) VHF...1 UHF...2 None..3
— — — —	— —	— —	—	— — —	—		

RAD(CRR)
1+....1
None..2

1. FIRST COULD YOU TELL ME, PLEASE, WHAT CHANNELS YOU CAN RECEIVE ON YOUR TELEVISION SET? *Probe until "no others." If none above Ch. 13 ask:* AND WHAT ABOUT THE CHANNELS BETWEEN 14 AND 83, -- THE UHF CHANNELS -- WHICH, IF ANY, OF THESE CHANNELS CAN YOU RECEIVE?

TAKE NOTE OF ANY PTV CHANNELS APPEARING ON CRR CARD.

2. IS THERE A PUBLIC TELEVISION OR EDUCATIONAL TELEVISION STATION IN YOUR AREA?

YES... ☐

NO.... ☐
DK.... ☐

?....1	
.....2	
?....1	
.....2	
DK....3	

2A. WHAT CHANNEL IS THAT?

DON'T KNOW..... ☐
ONLY CH'S NOT ON CARD... ☐ → *Ask Q.2B*
1+ CHANNELS ON CARD..... ☐ → *Ask Q.2C*

Record all channels mentioned below.

2B. ACCORDING TO OUR INFORMATION, THE PUBLIC TELEVISION STATION(S) IN YOUR AREA IS(ARE) CHANNEL(S) ___ CHANNEL(S) ___. HAVE YOU EVER HEARD OF

YES..... ☐ ...*Ask Q.2C*
NO/DK..... ☐ ...*Skip to Q.7**

**Except if 1 or 2 channels in 2A not listed on CRR card. -- See posted script.*

Q2A CHANNELS UNAIDED		Q2B CHANNELS AIDED	Q2C CHANNELS RECEIVED YES	NO	DK
— —		— —	1	2	3
— —		— —	1	2	3
— —		— —	1	2	3
— —		— —	1	2	3
— —		— —	1	2	3
— —		— —	1	2	3
		DO NOT USE LINE IF CH. # APPEARS IN Q2A	*IF NONE RECEIVED, SKIP TO Q7*		
YES.....1 → MUST BE YES ON Q2B		YES.....1			
PART....2		NO.....2			
NO.....3		NO PTV....3			
		UNCER.....4	1	2	3

Repeat Q.2C for appropriate channels in Q.2A/2B; if mentioned in Q.1 use bracketed portion for Q.2C.

2C. CAN YOU RECEIVE (YOU SAID YOU RECEIVED) CHANNEL ___ ON YOUR TELEVISION SET?

For remaining questions use channel number(s) per instructions.

3. HAVE YOU EVER WATCHED ANY PROGRAMS ON CHANNEL ___, THE PUBLIC TELEVISION STATION?

YES.....1--*Ask Q.4*
NO.....2 | *Skip to Q.7*
DK.....3 |

4. THINKING ABOUT A TYPICAL SEVEN-DAY WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DO YOU SPEND WATCHING PUBLIC TELEVISION....WOULD YOU SAY THAT IN A TYPICAL WEEK YOU...

DON'T WATCH AT ALL.....1
YOU WATCH LESS THAN AN HOUR PER WEEK.....2
ABOUT AN HOUR PER WEEK.....3
2 OR 3 HOURS PER WEEK.....4
OR MORE THAN 3 HOURS PER WEEK.....5
DON'T KNOW.....6

5. THINKING ABOUT LAST WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DID YOU SPEND WATCHING PUBLIC TELEVISION...WOULD YOU SAY THAT YOU ...

DIDN'T WATCH AT ALL.....1 — *Skip to Q.7*
YOU WATCHED LESS THAN AN HOUR.....2
ABOUT AN HOUR.....3
2 OR 3 HOURS.....4
OR MORE THAN 3 HOURS.....5 — *Ask Q.6*
DON'T KNOW.....6

6. CAN YOU TELL ME PLEASE, WHAT PROGRAMS YOU WATCHED ON PUBLIC TELEVISION LAST WEEK?... WHAT OTHER PUBLIC TELEVISION PROGRAMS DID YOU WATCH LAST WEEK?...WHAT OTHERS? *Probe until "no others."*

		PTV PROG.
		YES 1
		NO 2

7. ARE THERE ANY CHILDREN UNDER 12 YEARS OF AGE LIVING IN YOUR HOME?

YES...1-Ask Q.8 | NO....2 | DK....3 | *Skip to Q.10*

8. DO THEY (DOES HE/SHE) EVER WATCH PROGRAMS ON CHANNEL ___?

YES...1-Ask Q.9 | NO.....2 | CANNOT REC..3 | DK.....4 | *Skip to Q.10*

9. WHAT PROGRAMS DO THEY (DOES HE/SHE) WATCH ON CHANNEL ___?...WHAT OTHERS? *Probe until "no others."*

			PTV YES 1
			NO 2

10. IF WE THINK OF PUBLIC TELEVISION AS CHANNEL ___ (A CHANNEL) WHERE THERE ARE NO COMMERCIALS, WHAT IS YOUR IMPRESSION AS TO WHERE PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?... *Probe:* WHERE ELSE DO YOU THINK PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?

___ — —
___ — —
___ — —
___ — —

11. PUBLIC TELEVISION STATIONS (LIKE CHANNEL ___) SOMETIMES MAKE APPEALS ON THE AIR FOR FINANCIAL SUPPORT FROM THEIR VIEWERS. HAVE YOU EVER SEEN OR HEARD, ON TV, AN APPEAL FOR FUNDS TO SUPPORT THE PUBLIC TELEVISION STATION?

YES.....1
NO.....2
DK.....9

12. HOW DO YOU FEEL ABOUT A PUBLIC TELEVISION STATION APPEALING, ON THE AIR, FOR FUNDS FOR ITS SUPPORT?...*Probe:* HOW ELSE DO YOU FEEL ABOUT ON-THE-AIR APPEALS?

___ — —
___ — —
___ — —
___ — —

Ask if any PTV channel is named in Q.2A or 2B. Otherwise skip to Q.14.

13. I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE PUBLIC TELEVISION FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. *Read list, starting at Red "X."*

RED "X"	STATEMENT	STRONGLY AGREE	AGREE SOMEWHAT	NOT AGREE AT ALL	DK
___	A. IN GENERAL, PEOPLE HAVE LITTLE OBJECTION TO FUND-RAISING APPEALS ON PUBLIC TELEVISION	1	2	3	9
___	B. REQUESTS FOR MONEY ON TV ARE IMPORTANT IF PUBLIC TELEVISION IS TO SURVIVE	1	2	3	9
___	C. CAMPAIGNS ON TV TO RAISE FUNDS FOR PUBLIC TELEVISION ARE ENJOYABLE	1	2	3	9
___	D. IF PUBLIC TELEVISION IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
___	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC TELEVISION	1	2	3	9
___	F. PEOPLE SOMETIMES AVOID WATCHING PUBLIC TELEVISION BECAUSE THEY DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
___	G. PUBLIC TELEVISION SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

14. NOW THAT YOU HAVE GIVEN YOUR REACTION TO SOME STATEMENTS ABOUT FUND-RAISING, IS THERE ANYTHING YOU WOULD LIKE TO ADD ABOUT HOW YOU PERSONALLY FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV? *If appropriate, probe:* HOW ELSE DO YOU FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV?

___ — —
___ — —
___ — —
___ — —

15. CONSIDERING, ON ONE HAND, THE PURPOSE OF TELEVISED APPEALS FOR FUNDS TO SUPPORT PUBLIC TV AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC TELEVISION?

AGREE.....1
DISAGREE..2
DK..... 9

16. NOW LET'S TURN TO RADIO--RADIO NOT TELEVISION.

*MANY RADIO STATIONS BROADCAST RADIO NETWORK PROGRAMS IN addition TO THEIR OWN LOCAL PROGRAMMING. WOULD YOU PLEASE TELL ME WHETHER YOU HAVE HEARD OF EACH OF THESE RADIO NETWORKS BEFORE... *Read list, starting at Red "X."*

Red "X"		Q.16: HEARD OF: YES	NO	DON'T KNOW
___	A. ABC INFORMATION RADIO	1	2	3
___	B. CBS RADIO NETWORK	1	2	3
___	C. NPR—NATIONAL PUBLIC RADIO	1	2	3
___	D. NATIONAL BLACK NETWORK	1	2	3
___	E. NBC RADIO NETWORK	1	2	3
___	F. ABC CONTEMPORARY RADIO	1	2	3
___	G. MUTUAL BROADCASTING SYSTEM	1	2	3

17. NOW, WOULD YOU PLEASE TELL ME WHETHER YOU HAVE HEARD OF EACH OF THESE RADIO NETWORK PROGRAMS BEFORE...*Read list, starting at Red "X."*

Red "X"		Q.17: HEARD OF: YES	NO	DON'T KNOW	Q...: EVER LISTENED TO: YES	NO	DON'T KNOW
___	A. CBS MYSTERY THEATRE	1	2	3	1	2	3
___	B. JAZZ ALIVE	1	2	3	1	2	3
___	C. ALL THINGS CONSIDERED	1	2	3	1	2	3
___	D. PAUL HARVEY NEWS	1	2	3	1	2	3
___	E. OPTIONS IN EDUCATION	1	2	3	1	2	3
___	F. METROPOLITAN OPERA BROADCASTS	1	2	3	1	2	3
___	G. MORNING EDITION	1	2	3	1	2	3
___	H. THE WORLD TONIGHT	1	2	3	1	2	3
___	I. EARPLAY	1	2	3	1	2	3

18. *(Ask for each one answered "Yes" in Q.17)* HAVE YOU EVER LISTENED TO _____? *(Record above.)*

19. PUBLIC RADIO STATIONS DO NOT HAVE ANY COMMERCIAL ADVERTISING AND ARE SOMETIMES CONSIDERED TO BE EDUCATIONAL STATIONS. WE ARE PARTICULARLY INTERESTED IN THE PUBLIC RADIO STATIONS THAT IDENTIFY THEMSELVES WITH THE NATIONAL PUBLIC RADIO NETWORK, KNOWN AS N-P-R. ARE THERE ANY SUCH PUBLIC RADIO STATIONS IN YOUR AREA?

YES.....1--*Ask Q.20*
NO.....2 | *If there are stations available in area, skip to Q.20A.*
DON'T KNOW.....3 | *If none are available, skip to QA.*

20. DO YOU HAPPEN TO KNOW THE STATION CALL LETTERS OR THE NUMBER ON THE DIAL OF ANY OF THESE STATIONS? *(If "Yes")* WHAT ARE THEY?

Aware unaided..1
Unaware.....2
None avail.....3

_____( )
_____( )
_____( )
_____( )
_____( )
_____( )
_____( )

If one or more stations identified correctly, skip to Q.20B

If none identified correctly, ask Q.20A if stations available; otherwise, skip to QA.

Don't know.....( )

20A. ACTUALLY, THE CALL LETTERS OF THE PUBLIC RADIO STATION(S) RECEIVED IN THIS AREA ASSOCIATED WITH N-P-R ARE *(Read stations on CRR card.)* HAVE YOU HEARD OF (THAT STATION/THESE STATIONS)?

YES.....1--*Ask Q.20b*
NO.....2 |
DON'T KNOW....3 | *Skip to QA*

20B. HAVE YOU EVER LISTENED TO (THAT STATION/ANY OF THESE STATIONS)?

YES.....1--*Ask Q.20C*
NO.....2 |
DON'T KNOW....3 | *Skip to C.26*

20C. HAVE YOU LISTENED TO (THAT STATION/ANY OF THESE STATIONS) IN THE PAST 7 DAYS?
YES.....1
NO.....2
DON'T KNOW...3

20D. ARE YOU USUALLY A REGULAR LISTENER TO (THAT STATION/ANY OF THESE STATIONS) EACH WEEK?
YES.....1
NO.....2
DON'T KNOW...3

21. WHY DO YOU LISTEN TO THE PUBLIC RADIO STATION(S)? *Probe:* WHAT OTHER REASONS DO YOU HAVE FOR LISTENING TO THE PUBLIC RADIO STATION?

_____ __
_____ __
_____ __

22. I AM GOING TO READ A LIST OF REASONS WHY A PERSON MIGHT LISTEN TO PUBLIC RADIO. FOR EACH ONE, PLEASE TELL ME WHETHER IT HELPS DESCRIBE WHY YOU LISTEN. *Read list, starting at Red "X."*

RED "X"		
__	A.	TO HEAR SPECIFIC PROGRAMS.....01
__	B.	NO ADVERTISING COMMERCIALS.....02
__	C.	PREFER THE PROGRAMMING ON PUBLIC RADIO TO THAT WHICH IS AVAILABLE ON THE COMMERCIAL STATIONS.....03
__	D.	ARTS PROGRAMMING.....04
__	E.	PUBLIC AFFAIRS PROGRAMMING.....05
__	F.	NEWS PROGRAMMING.....06
__	G.	EDUCATION OR INSTRUCTIONAL PROGRAMMING.....07
__	H.	TO HEAR A SPECIFIC PERSON.....08
__	I.	MUSIC PROGRAMMING.....09
		NONE.....10
		DON'T KNOW.....99

23. HOW SATISFIED ARE YOU WITH WHAT IS AVAILABLE TO LISTEN TO ON PUBLIC RADIO THESE DAYS -- WOULD YOU SAY YOU ARE:
VERY SATISFIED.....1
SOMEWHAT SATISFIED OR..2
NOT SATISFIED AT ALL...3
DK.....9

24. HAVE YOU EVER HEARD ANY PUBLIC RADIO STATION ASK ITS LISTENERS, ON THE AIR, TO CONTRIBUTE FUNDS FOR ITS SUPPORT?
YES.....1
NO.....2
DK.....9

25. HAVE YOU EVER BEEN ASKED BY ANY PUBLIC RADIO STATION TO CONTRIBUTE FUNDS FOR ITS SUPPORT, EITHER BY MAIL OR IN ANY WAY OTHER THAN ON THE AIR?
YES.....1
NO.....2
DK.....9

26. SOME PUBLIC RADIO STATIONS DO APPEAL, ON THE AIR, FOR FINANCIAL SUPPORT FROM THEIR LISTENERS.

I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE THESE PUBLIC RADIO FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. *Read list, starting at Red "X."*

RED "X"	STATEMENT	STR'LY AGREE	AGREE SOMEWHAT	NOT AGREE AT ALL	DK
__	A. IN GENERAL, PEOPLE HAVE LITTLE OBJECTION TO FUND-RAISING APPEALS ON PUBLIC RADIO	1	2	3	9
__	B. REQUESTS FOR MONEY ON PUBLIC RADIO ARE IMPORTANT IF PUBLIC RADIO IS TO SURVIVE	1	2	3	9
__	C. CAMPAIGNS ON AIR TO RAISE FUNDS FOR PUBLIC RADIO ARE ENJOYABLE	1	2	3	9
__	D. IF PUBLIC RADIO IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
__	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC RADIO	1	2	3	9
__	F. PEOPLE SOMETIMES AVOID LISTENING TO PUBLIC RADIO BECAUSE THEY DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
__	G. PUBLIC RADIO SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

27. CONSIDERING, ON ONE HAND, THE PURPOSE OF BROADCAST APPEALS FOR FUNDS TO SUPPORT PUBLIC RADIO AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC RADIO?
AGREE.....1
DISAGREE.....2
DK.....9

28. IF YOU CONTRIBUTED FUNDS TO A PUBLIC RADIO STATION OR TO A PUBLIC TELEVISION STATION, WOULD YOU CONSIDER THAT TO BE YOUR CONTRIBUTION TO PUBLIC BROADCASTING, OR WOULD YOU FEEL YOU SHOULD CONTRIBUTE SEPARATELY TO EACH?
ONE CONTRIBUTION TO PUBLIC BROADCASTING...1
SEPARATELY.....2
DK.....9

A. THANK YOU. I HAVE ONLY A FEW REMAINING QUESTIONS WHICH ARE STRICTLY FOR PURPOSES OF CLASSIFICATION....HOW MANY PERSONS, INCLUDING CHILDREN AND ROOMERS, ARE CURRENTLY LIVING IN YOUR HOME....DOES THAT INCLUDE YOURSELF?
1 2 3 4 5 6+ DK....9

B. WHAT WAS THE LAST GRADE YOU ATTENDED IN SCHOOL?
GRADE SCH.....1
1-3 YRS. HS.....2
H.S. GRAD.....3
SOME COLLEGE....4
COLLEGE GRAD.....5
COLLEGE POST GRAD....6
OTH _____.7
DK/NA.....9

C. AND YOUR AGE IS? *If necessary, read age categories.*
18-21.....1
22-29.....2
30-44.....3
45-59.....4
60+.....5
DK/NA....9

D. WHAT IS YOUR OCCUPATION -- THE NATURE OF YOUR WORK?

E. IN WHAT INDUSTRY DO YOU WORK?

F. ARE YOU THE CHIEF WAGE EARNER IN YOUR HOUSEHOLD?
YES.....1 *(Skip to J)*
NO.....2 *(Ask G)*
DK.....9 *(Skip to J)*

G. WHAT IS YOUR RELATIONSHIP TO THE CHIEF WAGE EARNER?

H. WHAT IS THE OCCUPATION OF THE CHIEF WAGE EARNER?

I. IN WHAT INDUSTRY DOES HE/SHE WORK?

J. HOW MANY CARS, IF ANY, ARE THERE IN YOUR HOUSEHOLD?
0--*Ask M*
1--*Ask K*
2--*Ask L*
3+--*Ask L*
DK/NA..9--*Ask M*

K. IS YOUR CAR EQUIPPED WITH AN FM RADIO?
YES...1--*Ask M*
NO...2--*Ask M*
DK/NA..9--*Ask M*

L. HOW MANY OF YOUR CARS, IF ANY, ARE EQUIPPED WITH AN FM RADIO?
0.....1.....2.....3+.....DK/NA.....9

M. DO YOU OWN OR RENT YOUR HOME?
OWN.....1
RENT.....2
DK/NA.....3

N. IS YOUR TELEPHONE NUMBER LISTED IN THE CURRENT TELEPHONE DIRECTORY?
YES....1--*Ask P*
NO.....( )-*Ask O*
DK/NA....9--*Ask P*

O. IS THAT BECAUSE YOU HAVE RECENTLY MOVED OR DO YOU HAVE AN UNLISTED NUMBER?
MOVED.....2
UNLISTED.....3

P. WOULD YOU DESCRIBE YOUR RACIAL OR ETHNIC BACKGROUND AS:
WHITE.....1
BLACK.....2
SPANISH.....3
ORIENTAL....4
OTH _____.5
DK/NA.....9

Q. HAVE YOU EVER MADE A DONATION TO PUBLIC TELEVISION, EITHER IN RESPONSE TO A TELEVISED APPEAL, MAIL, OR SOME OTHER KIND OF APPEAL?
YES.....1
NO.... .2
DK/NA.....9

R. AND WHAT ABOUT PUBLIC RADIO? HAVE YOU EVER MADE A DONATION TO PUBLIC RADIO?
YES.....1
NO.....2
DK/NA.....9

S. WOULD YOU ESTIMATE THE TOTAL INCOME OF ALL PERSONS IN YOUR HOME TO BE:
UNDER $5,000.....1
$ 5,000-$ 9,900....2
$10,000-$14,900....3
$15,000-$19,900....4
$20,000-$24,900....5
$25,000-$29,900....6
$30,000 OR OVER....7
DK/NA.....9

★ *If respondent has no 17, ask:*

S-A ARE THERE ANY CHILDREN UNDER 12 YEARS OF AGE LIVING IN YOUR HOME? YES ( ) NO ( ) DK ( )

T. SEX OF RESPONDENT:
MALE.....1
FEMALE.....2

THANK YOU. YOUR COOPERATION HAS BEEN VERY HELPFUL.